



Newsletter Vol. 50 - Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

What's New?

Spotlight on Product – MailChimp (Easy Email Newsletters)

2.5 million people use MailChimp. Whether you own a business or manage email newsletters for clients, you need an email–marketing service that takes care of the complicated stuff, so you can focus on your job. MailChimp makes it easy to design exceptional email campaigns, share them on social networks, integrate with web services you already use, manage subscribers, and track your results. You'll love mixing and matching MailChimp's templates, features, and integrations to suit your needs—think of it as your own personal publishing platform. MailChimp is completely **free** for lists with up to 2,000 subscribers.

Build a list.

You can customize your signup form to match your brand, so you can share it on your website and integrate it into your Facebook page. You can even collect signups from an iPad or laptop. And importing an existing list into MailChimp is a snap, no matter how it's formatted.

Create a template.

Choose from dozens of pre-designed templates, or use start-from-scratch template builder for more customization. If you're an HTML expert, you can code your own with a flexible template language. Use merge tags to personalize your content for your subscribers, and integrate with services you already use to make your campaigns more powerful.

Send your campaign.

Send a campaign to your entire list, or divide your list into groups and segment by interest, location, or activity. RSS-to-Email and Autoresponders allow you to create automated campaigns. Add Social Sharing buttons to your template, or share a link to the web version of your campaign after it goes out.

Track your results.

MailChimp's free reports tell you who's opening, clicking, and coming back for more. They're available for iPhone and Android too. Tweet Trends gives you insight into your subscribers' activity on Twitter, and the Google Analytics integration gives you advanced stats on how your campaigns affect traffic to your website.

Integration to SAP Business One – Boyum Productivity Module.

The B1 MailChimp Module offers integration between contacts in SAP Business One and newsletter recipients in MailChimp. You can add and update business partner contacts directly in SAP Business One. It provides easy

synchronization of contacts in SAP Business One and newsletter recipients in MailChimp. Information about e-mail bounces etc. is updated in SAP Business One.

Are You a Best-Run Business?

The iPad Is Drastically Transforming Retail *(by Ashley Lutz, "The Future of Business" is sponsored by SAP)*

In just a few short years, iPads have changed how many retailers do business. Some companies are replacing cash registers with the Apple devices, while others are using apps to track employee productivity and merchandise. The portable iPad is a "powerful selling device," said Sandeep Bhanote, a vice president at VeriFone, which provides companies with mobile payment software.

Michael Relich, president of IT at Guess?, said that he gave iPads to his store managers, with amazing results. "The iPad app we had allowed us to see what styles and sizes were selling in different regions," Relich said. "For instance, we needed to stock more small sizes in San Francisco, where people exercise a lot."

Guess? is just one of a growing list of retailers who are harnessing technology to their benefit. VeriFone told us a few ways that retailers are using iPads to change how they do business.

- Retailers can use apps that give associates and customers access to inventory and availability. E-commerce expands availability beyond inventory on hand to ensure that retailers never lose a sale. If a product is not available in-store, they can use the iPad to complete the purchase and have it delivered directly to the customer's doorstep.
- Businesses can use iPads to show the customer more merchandise. Customer interaction tools, such as look books and product finders, drive sales by offering a more personalized customer experience through assisted selling, according to VeriFone. For instance, an apparel retailer could show the customer an entire outfit incorporating one item they were interested in.
- Retailers don't have to pay for printing and distribution costs for corporate materials. iPads eliminate the need to pay for paper, CDs, and other corporate materials such as training manuals or in-store promotions. One-touch delivery of corporate materials sent directly to the iPad makes it possible to update more frequently to ensure stores "are constantly leveraging the latest and greatest materials," according to VeriFone.
- iPads make associates more effective. Retailers can now deliver the most current customer insight, preferences, and selling tools to their staffs to support enhanced customer relationships. This allows retailers to "bring new associates up to speed more quickly and ensure that veteran associates are constantly refreshing their skills to effectively drive sales," Bhanote said.
- iPads make it easier for all retail employees to be on the same page. Managers can ensure that new layouts and trends are in-store before the competition. This could also bring in new customers.

Soon, iPads will be an essential tool for any retailer looking to keep up.

For more information about MailChimp and using **iPads with Bluetooth scanners with SAP Business One** please contact Barry Lederman: 818.704.7000, blederman@softengineusa.com.

This promotional e-mail provides information on Softengine's products and services that may interest you. If you prefer not to receive e-mail from us in the future, please reply with subject: Unsubscribe.