



## Sage MAS 90 and MAS 200 Newsletter

### In This Issue:

3 Reasons You'll Love Sage MAS Intelligence

Class is in Session at SageU

Video: Tips & Tricks

Email Marketing with a Personal Touch



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### 3 REASONS YOU'LL LOVE SAGE MAS INTELLIGENCE

If you've been using Sage MAS 90 or 200 for a while, it's hard to overstate the important role that FRx has undoubtedly played in your business. But sometimes change (even when it's forced on us by Microsoft!) leads to great things ... and the retirement of FRx is no exception. In fact, here are 3 reasons we think you're going to love your new Sage MAS Intelligence reporting tool.

#### 1. More Than a One-Trick Pony

First and foremost, Sage MAS Intelligence is so much more than just a financial reporter. Unlike FRx that focused solely on data in your General Ledger, Sage MAS Intelligence looks across your entire MAS 90 or MAS 200 database to report on information in **any module**. For example, a single report can display information from multiple companies and across operational areas like sales, accounting, payroll, manufacturing and inventory. Now THAT'S well-rounded talent.

#### 2. A Familiar Face

Sage MAS Intelligence is an Excel-based reporting tool. With millions of customers worldwide using Excel, it's likely that you're already familiar with this indispensable business tool. That means your learning curve will be short and a world of analytical tools will be at your finger tips using Excel formulas, pivot tables, and charting tools. In fact, one of the reasons FRx originally became such a popular reporting tool was it's Excel-like familiarity using Rows and Columns to build reports.



#### 3. Good Looking AND Intelligent

With a variety of pre-formatted reports, Sage MAS Intelligence is a real "looker." All that raw data in your MAS 90 or 200 system is converted into graphs, charts, and dashboards that make it easy to spot trends and identify emerging opportunity. Bite-sized pieces of visual data combined into one view that's worth far more than a thousand words. Perhaps more important, underneath that pretty face lies a powerful business intelligence engine which means you can slice, dice, filter, and analyze, to your heart's content ... all without the need for technical assistance from the "IT Guy."

#### Important Support Update for FRx

Based on a contractual agreement with Microsoft, FRx service packs and bug fixes will no longer be available on [Sage Software Online](#) after January 31, 2011. But rest assured, Sage will continue to provide support for any issues related to the integration between MAS and FRx in accordance with their [published supported versions policy](#).

#### Seeing Is Believing



Seeing is believing ... that why we thought you'd be interested in a few helpful videos posted online including tips for **Installing MAS Intelligence**, **Using the Report Designer**, and **Modifying Existing Reports**. In fact, a good place to start is the [Sage MAS Intelligence Overview](#).

# Class Is In Session at SageU

What if there was once place you could go to find a huge selection of courses, technical training, and online videos to help you get the most out of your MAS 90 or MAS 200 system? What if these courses and training sessions were extremely affordable, and often free? What if all of this was accessible online at anytime, day or night, that's convenient for you? Well it is ... and it's called the Sage University at [www.SageU.com](http://www.SageU.com). Let's take a quick look at what you'll find there.

## One Stop, Several Options

When you browse the catalog of courses at Sage University, you'll notice a variety of convenient options including:

**Live** - classroom-style training in locations throughout North America for those that prefer hands-on, live interaction.

**RealTime Learning** - Online instructor-led courses that combine the interaction of a classroom (through Q&A) with the convenience of the internet.

**Anytime Learning** - Recorded, self-paced learning that's available any time 24 hours and 7 days a week.

## Go Ahead, Tour The Campus

Whether you're hoping to catch up on new features, need a year-end closing refresher, or want to get your hands dirty with some technical training, SageU probably has what you need. Here's a look at a handful of courses that are available ... **best of all, the sessions below are all FREE!**

### MAS INTELLIGENCE JUMP START ([Register](#))

This session will teach you everything you need to know to begin working with this powerful new reporting tool.

RealTime Learning on **February 28, 2011**. 2-hour course which includes 2 CPE credits.

### DISCOVERING EXCEL ([Register](#))

Anytime Learning course that will teach you about using formulas, formatting and charts. 10 sessions, 7 hours.

## WHAT'S NEW IN VERSION 4.4

This Anytime Learning course walks you through the new customer and item code expansion, new tasks and utilities, new options for attachments and memos, enhanced reports and a variety of new features in PO, Inventory and BOM. [Check out the agenda](#) for specific topics and other details.

These are just a handful of FREE courses which is just the tip of the iceberg. You'll also find in-depth training for Job Cost, Payroll, Inventory, all the core financial modules Period and Year End processing, and general accounting tutorials ... all for around \$100. So what are you waiting for? Go check out [www.SageU.com](http://www.SageU.com) today!

## VIDEO TIPS & TRICKS

### Posting Directly to General Ledger from Bank Reconciliation

If you haven't had a chance to download and install Product Update 3 for MAS 90 and 200 Version 4.4, you're missing out on a fantastic new feature that allows you to enter adjustments during bank reconciliation (like bank fees and interest earned) and post those entries directly to your GL. It's a real time-saver and one of the most popular customer-requested enhancements for Bank Reconciliation.



[Click here](#) to watch a free recorded video demonstration of how this new feature works ... presented by Sage University Online Learning.

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## Email Marketing with a Personal Touch



For some companies, email marketing is a one-way street ... you send your message and cross your fingers hoping someone will respond. But what if they don't? Do you know how many people opened the email or clicked on

a link? Do you have the information you need to follow up with a more relevant or timely message? If not, it's time to think about integrating your email marketing effort with the data in your SageCRM system.

### A Quick Look at Email Service Providers

First, it's useful to understand what an email service provider (ESP) is. An ESP essentially does the heavy lifting, allowing you to send an email campaign to hundreds, or even thousands, of recipients through their servers. Once your message goes out, an ESP also provides detailed reporting that includes delivery success, open rates, clicks, and even details about the actions of specific contacts on your list. These reports provide invaluable information about the effectiveness of your messages and campaigns.

### A 2-Way Conversation

When you use an ESP that's integrated with your [SageCRM](#) system, you transform email marketing from a one-way "blast and pray" to a 2-way conversation with your customers and prospects. That's because all of the valuable open, click, and other data is written back to your SageCRM database. Now when you pull up those hot prospects you've been pursuing for months, you'll see which contacts are interacting with your email, what

products they're interested in, whether they forwarded your message to a colleague, and even those that have opted out (so you don't spend time chasing your tail!). Best of all, the data is sitting right there in the CRM system you're probably using every day anyway.

### Post-Click, It's Personal

When you combine email campaign responses with notes from phone conversations and meetings in a single CRM database, you have the insight you'll need to stay in touch with customers and prospects with relevant communication. You can even create a call list of "hot" prospects based on their open and click activity to ensure you follow up in a timely fashion ... without ever leaving SageCRM.

### Other ESP Benefits

There are several worthwhile benefits of using an ESP including the ability to manage bounce backs to keep your list clean, automatic opt-out links to ensure CAN-SPAM compliance, ability to send email surveys, and much more. Most also provide turnkey email templates for those that want professional-looking communication without messing around with HTML.

### Go Online and Take a Look

A couple of popular Email Service Providers that integrate with SageCRM are [www.swiftpage.com](http://www.swiftpage.com) and [www.communigator.co.uk](http://www.communigator.co.uk).



Contact us to learn more about SageCRM - an important component of the MAS 90 Extended Enterprise Suite.