



# Sage MAS 90 and MAS 200 Newsletter

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## FROM NICE FEATURE TO NECESSITY

### The Growing Importance of Business Intelligence

With the sun setting on FRx and the rise of Sage MAS Intelligence on the horizon, it's time to take a look at Business Intelligence (BI) as an important driver of success and not just another reporting tool. BI is no longer an expensive technology that's nice-to-have. Instead it's an affordable necessity for any small business, and is soon to become an even more significant part of your Sage MAS 90 or MAS 200 system so let's take a closer look.

#### Cutting the Fat with a Slice of BI

There's no doubt that this economy has forced you to take a closer look at operational costs, workflow efficiency, and business expenses for opportunities to cut the fat and improve your bottom line. The theme in this economy is "How can I do more with less?" Sage MAS Intelligence answers that question with detailed trend reports and graphical views that help you create an organization that's leaner, more nimble, and competitive.

And since Sage MAS Intelligence works within the familiar Microsoft Excel<sup>®</sup> environment, you can take advantage of Excel features like Conditional Formatting that will Red-flag any sudden spike in expenses and allow you to take real-time action before unexpected bloating cripples your business.

#### Putting That Data To Work

Going forward, BI has created a new era for business software. It has changed the focus from simply capturing a lot of data to **USING** that data to improve operations and create competitive advantage. After all the data has always been there, but now BI puts it into a format that's easy to slice, dice and understand. Gone are the days of compiling information and sifting through reams of static reports that are outdated before they even hit your desk. Sage MAS Intelligence is continuously drawing information from your database in real-time and proactively delivering reports, graphs, and Excel Spreadsheets that are waiting for YOU, not the other way around.

#### Turning BI into CI ... Customer Intelligence

How well do you know your customers and their purchasing habits? If you didn't respond right away, there's good news...the answer is sitting in your Sage MAS 90 or MAS 200 system. And Sage MAS Intelligence will help you put it into a meaningful format so you can take care of your best customers, offer incentives to spark inactive customers, and drive more revenue for your business. When you combine Sage MAS Intelligence with Sage CRM (via Sage Extended Enterprise Suite), your sales and customer service teams will have access to real-time, actionable information to make calls when a customer's inventory runs low, cross-sell complementary products, and improve satisfaction.

BI today is powerful, simple to use, and no longer requires a programmer or technical wizard. It's for that reason that BI, like Sage MAS Intelligence, has become mainstream and an affordable necessity for any business - big or small.

[Contact us](#) with your questions about Sage MAS Intelligence and the future of FRx.

Authorized Partner

# Accounts Payable Goes Online

If your business still “cuts checks” the old-fashioned way, you already know that Accounts payable processing can be highly resource-intensive. But with the roll out of Product Update 2 for Sage MAS 90 and MAS 200 Version 4.4, Accounts Payable has gone online with new features that combine the efficiency of ACH with the security of Positive Pay.

## What is ACH?

ACH is an acronym that stands for Automated Clearing House. The ACH network is a secure payment transfer system that connects banks all over the U.S., making it easy for them to transfer funds amongst one another while relying on a common set of standards. It represents an important link in the Electronic Funds Transfer (EFT) process that acts as a sort of escrow for payments as they await clearance for their financial banking destination.

The new ACH feature in Accounts Payable allows you to use EFT as an alternative to issuing paper checks for payment. That means paying vendors and taking advantage of early payment discounts is easier and faster than ever. Plus, you eliminate the complications and cost of:

- Processing paper checks, printing, stuffing, and mailing
- Purchasing and securing paper check stock
- Approvals & signatures that can delay paper processing

Since ACH is governed by strict rules that regulate electronic payments, you can rest assured that your electronic banking transactions are totally secure.

## What is Positive Pay?

Positive Pay is essentially a tool for fraud prevention and security. Offered by most banks, it’s a service that matches the check number, account number, and dollar amount of each check presented for payment against a list of checks that have been previously authorized by your company.

All three components of the check must match the exact details of the authorized list or the bank will not pay.

With Positive Pay for Sage MAS 90 and 200, an electronic file is generated and sent to the bank each day that checks are written. That file contains information necessary for the bank to match your authorized payments. In the event that a check is presented that does not match the list, the bank will send an image of the item to you for manual authorization to pay or return the check.

## Nearly 25 Major Enhancements!

With the new features added with **Product Update 2**, MAS 90 and 200 Version 4.4 contains nearly 25 major enhancements over 4.3. If you haven’t already upgraded, please be sure to [Contact Us](#) if you have questions or need assistance.

## Sage MAS 200 for Microsoft SQL Version 4.45

A pre-release guide has been published for the much-anticipated release of Sage MAS 200 SQL Version 4.45. Designed for companies that have more customers, more transactions, and need more processing power, Sage MAS 200 SQL will provide an open, scalable, and speedy platform that’s optimized for Microsoft SQL Server.

Totally redesigned, MAS 200 SQL Version 4.45 represents a SIGNIFICANT leap forward compared to previous 3.x versions of MAS 200 SQL.

[Download](#) a PDF copy of the **Sage MAS 200 SQL 4.45 Pre-Release Guide** for details.

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# SAGE MAS 90 & MAS 200 Extended Enterprise Suite Supplement

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## GETTING SOCIAL WITH SAGE CRM

LinkedIn, Twitter, Facebook ... no longer just a fun way to share some photos and chat with friends, social media is catching on lightning-fast in the business community too. That's why we think it's important to take a look at the social media features in Sage CRM - a major component of MAS 90 and 200 Extended Enterprise Suite.

### Emergence of Social CRM

Born from the popularity of both social media and CRM, "Social CRM" is about using your CRM system to connect with customers and prospects that are participating in online conversations, groups and forums. By actively listening and participating, you have an opportunity to build online relationships that can lead to new customers. But you have to find them first, and that's where Sage CRM can help.

### Sage CRM and LinkedIn

The newest version of Sage CRM integrates out-of-the-box with [LinkedIn](#). With over 75 million registered users, it's probably the largest online network catering exclusively to business professionals. You can access LinkedIn directly from your Sage CRM Interactive Dashboard. From there, you can identify potential LinkedIn connections that might lead to new partnerships, new prospects, and a wealth of information on your customers, industry, and competitors.

### Sage CRM and Twitter

Sage CRM also offers an optional integration with [Twitter](#) which has been described as the new "online water cooler" where people (your customers, prospects and colleagues) come to connect and chat with like-minded users. This add-on allows you to post or reply to tweets directly from within Sage CRM. You can even save the contents of a Twitter conversation to a note in your Sage CRM database so you

have access to an archive of online conversations with customers and prospects. The Twitter add-on can be downloaded for free from the Sage CRM Online Community under the [Apps & Extras](#) section.

### Connect and Participate

Social media is becoming a very important part of attracting the attention of customers and prospects that just might be looking for the products and services that you provide. But today's CRM goes beyond simply tracking prospects and putting in a call or email once in a while - you have to be a part of the online conversations and Sage CRM can help take you there.

[Contact us](#) to learn more about Sage CRM - an important part of Sage MAS 90 and 200 Extended Enterprise Suite.

## Something for EVERYONE in Version 4.4

From core financials and project management to distribution and manufacturing, Sage MAS 90 and 200 Version 4.4 is loaded with new features. In particular, Version 4.4 incorporates many of the most requested customer enhancements.

Go online and see [What's New in Version 4.4](#) or check out the [Top 10 Reasons to Upgrade](#) which includes an At-a-Glance summary of the top new features starting with Version 4.2.

***And please don't hesitate to contact us if you'd like assistance with an upgrade!***