

## What's New with Sage Accpac v5.6?

Free Seminar on June 9th  
DML System Office  
9-12 AM

Are you ready for more power and flexibility? Sage Accpac 5.6 will take your solution one step further with new benefits to drastically help automate workflow and reduce costs throughout your organization. Sage Accpac ERP v5.6 can provide you with:

- New Enhanced reporting capabilities
- Fully integrated Serial Number and Lot Tracking
- Streamlined operations to help cut costs and boost profitability
- Quality that allows you to adopt the new version with confidence

Attend our free seminar to learn about all of the new features in Sage Accpac ERP v5.6. Call (877) 613-0988 to register today!

## Business Community Update

DML is excited to announce our new membership to the Oakville Chamber of Commerce. "We are thrilled about our new membership to the Chamber of Commerce," comments John Ferguson. "Being a part of this association is a great way to get connected with the local business community and we anticipate the beginning of great relationships through this partnership."

## We Want Your Feedback!

Every year we attend industry conferences to help us learn what is new in the industry and to provide feedback on how to improve the products we sell. In addition, we also sit on the Sage Product Advisory Committee to ensure that the solutions our clients use offer the best features and tools possible. As we prepare for these opportunities to give feedback to Sage we would like to know what you would want changed in upcoming releases and modules. If you have suggestions or feedback on anything from functionality and reporting capabilities, to remote usability and ease of use please e-mail us at [johnf@dmlysystems.com](mailto:johnf@dmlysystems.com). We want to hear from you and appreciate all of your suggestions.



## Four Easy Tech Fixes to Reduce Costs

If your company is pushing off technology decisions to the IT department, you may be pushing it off to the wrong people.

Not that they don't know what they're doing, but effective technology strategies cannot be pushed off. They must start at the top, with the users in alignment and constant re-alignment with overall plans and strategies.

The problem is not that IT people may do the wrong things. But without executive-level champions, they may not get the support they need to do anything at all, which can leave businesses adrift and falling behind.

Too often, C-Level executives don't trust their own IT people. As a result, the company falls into an expensive and time-consuming break-fix cycle that could have been avoided if only top leadership had taken the time to understand their company's long-term needs and lay out a strategic plan.

Here are some of the fastest and easiest strategies to implement, with the best ROI.

**1. Use multiple monitors.** Talk to anyone who has ever used dual monitors and see if they would ever go back to one. The ability to have Sage Accpac on one screen and Excel, Word, or Outlook on another greatly improves efficiency. Some businesses such as CPA firms have caught on to this strategy and have seen a reduction in task time by 20 percent.

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## The Greatest Compliment

The greatest compliment we could ever receive from you is a referral! If you know of a company that is struggling with their business software, or not getting enough support with their current system – send them our way! Just let your fellow colleagues know that we are available to assist them and that we would be honored to have an opportunity to earn their business.

## What Our Clients Have to Say

"We've worked with DML Systems Inc. for over two years now and they never fail to come through for us in crunch time. Whether I need to quickly change something in the POS System to track inventory differently, or if I need to see a report in a completely different format – they get it figured out for us right away. I know I can count on them to be there when I need them and that's a great feeling."

Jodie O'Toole,  
Vice President of Finance and  
Operations  
Factory Direct

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2. **Get a 'seeing' mouse.** Are you still using the old fashioned mouse with a ball? If so, you're probably spending more time cleaning your mouse than using it. A good mouse can increase efficiency and decrease stress. Some time saving features in a good mouse include two modes for the scroll wheel; a shape that suits both left- and right-handed users; programmable buttons; and a laser tracking eye for precision on multiple surfaces.

3. **Document Management.** Storing documents on your hard drive immediately cuts costs and improves accuracy. Whether it's reducing your printing, administrative support or storage space, you will see a huge savings by keeping your documents in your computer and not in file drawers. If you don't have a paperless office tool in place there are many free or minimal cost pdf writers available on the market such as Cute PDF.

4. **Upgrade to Office 2007.** If you use Excel often this strategy is for you. In older versions of Excel we were limited in the worksheet size 65,536 rows and 256 columns but with Office 2007 the size of your worksheets increases to over 1 million rows and over 16,000 columns, which is a big deal for heavy Excel users providing much greater efficiency.

There is no better time to start reducing your technology costs. If you have any questions about these techniques or want to explore more options please give our office a call.

## Preparing for the HST Tax

If you are a business owner based in Ontario or B.C., it's time to start preparing for the harmonized sales tax (HST). The HST tax combines the eight percent provincial sales tax with the five percent federal goods and services tax (GST) to create a single 13 percent HST tax administered by the federal government. The Ontario HST is scheduled to take effect on July 1, 2010.

In a recent article published in the National Post, Catherine Swift, President and CEO of the Canadian Federation of Independent Business offers four ways to help this new tax "medicine" go down a little easier.

Her suggestions include:

1. Reaching out to the experts
2. Conducting a Systems Check
3. Practicing Damage Control
4. And calling your MPP or MLA

Of the four suggestions, conducting a system check is toward the top of the list. The article explains that companies should ensure their business software applications are up to date before July 1st, and warns that businesses often struggle to understand which goods and services are taxable. This confusion can lead to errors, potentially followed by audits and appeals. Having up-to-date software will assist you in the elimination of this additional pain.

If you need help updating your business software or simply want to make sure your business system is up to date please give our office a call. To read the full article please visit our website.

## Tech Tips: How to Run the Data Integrity Check

To perform a data integrity check, you must be the system administrator or be assigned to a security group with authorization to check data integrity. We also recommend that all users be logged out of Accpac ERP company.

### To check data integrity:

1. Click Administrative Services > Data Integrity.
2. Select the applications from the list in the Available Applications pane. *(Select one application at a time, then click Include OR Click All to select all applications at once.)*
3. Decide the order to be used in the check. *To change the order, select one application at a time and then click + or - to move it up or down the list.*
4. Choose the Fix Minor Errors option to have errors corrected while the check is proceeding. (optional)
5. Click the Application Options button to choose the options you want checked for Accounts Receivable, Accounts Payable, Bank Services, Payroll, and Project and Job Costing. (optional)
6. Click Check to start the integrity check.
7. Print a copy of the error report.

After checking data integrity correct errors that were not corrected during the check.

## Have You Heard of Factory Direct?

Factory Direct is one of Canada's largest and oldest liquidation retailers, and they operate 17 stores throughout Southern Ontario. They are also one of DML's long standing clients. Through the purchase of large quantities of new, retail, refurbished, end of the line, and surplus consumer and office products they are able to receive reduced prices. The savings that they realize through their buying power is then directly passed on to their customers. "We have purchased numerous office products and other household goods from Factory Direct," states John Ferguson, President of DML Systems Inc. "Everything from notebooks, phones and cameras to garden tools and household cleaners. Their products are a great value, providing the lowest prices on the market. The service is outstanding and I would recommend them to anyone who is looking for office equipment or household goods."



Factory Direct's 75,000 sq. ft. distribution facility is usually filled to capacity, stocking over 6000 different consumer and office products. With a constantly changing inventory selection, all [factorydirect.ca](http://factorydirect.ca) stores receive new shipments of unbelievable deals each week, which is why many customers make their store a weekly destination.

In addition to their wide selection of inventory, they go one step further and ensure all their products are backed by comprehensive warranties either directly from the product manufacturer or from [factorydirect.ca](http://factorydirect.ca). Visit [www.factorydirect.ca](http://www.factorydirect.ca) to learn more.

## How Much Does Bad Data Cost You?

It's amazing how businesses can spend so much time and money analyzing software features, assessing hardware and training requirements and then completely forget about the data their systems hold. Many businesses don't regularly back up their data. But even those organizations who do, don't really know if the data they are backing up is any good.

If you have never had the pleasure of restoring from a back up, you should count yourself as one of the lucky ones. However, the law of averages may eventually catch up and Murphy's Law is bound to strike when you least expect it.

There really is no excuse for not taking better care of your data. You need this data to generate reports for decision making and keep your system running smoothly so your daily transaction processing is not interrupted. The cost of checking your data is miniscule compared to the cost of fixing corrupt data, restoring from back up or worse having to re-key lost transactions.

If you use a business management software such as Sage Accpac ERP then you have the ability to run Data Integrity checks at any time. If you need help with processing your Data Integrity tool please give our office a call. And, if you are one of those companies that knows about this tool but forget to run Data Integrity Checks regularly we may have a solution to help.

There is a utility called Process Scheduler that allows Sage Accpac ERP customers to control when and how their accounting and business data is reviewed for integrity and

fixes any errors found. It is a recommended practice to check data for errors to ensure that all data is consistently accurate and reliable. By scheduling automatic data integrity checks at off-peak times, daily transaction processing is not interrupted and no employee time is used.

Ultimately there is good news and some bad news. The good news is that there are very cost effective ways to safeguard the integrity of your business and accounting data. The bad news is that doing nothing will eventually put your company at risk. If the law of averages catches up to you, how much will bad data cost you? How much would it cost your business to lose valuable data and processing time during business hours? How many missed dinners would it take to justify investing in a tool to schedule regular unattended data integrity checks? We sincerely hope you never have to find out.

## Customer Loyalty vs. Customer Satisfaction

Adapted from, *Going Beyond Customer Satisfaction*, by Dr. John T. Self, [www.sideroad.com](http://www.sideroad.com)

As our economy enters an upswing, it is now more important than ever to create loyalty among your customers and keep them coming back. Conventional wisdom says, "Satisfied customers are loyal customers," but this isn't exactly true because satisfaction and loyalty are not the same thing. Just because someone leaves an engagement satisfied doesn't necessarily mean they'll come back or refer others.

So what is the difference between customer *satisfaction* and *loyalty*? Customer loyalty is created when a relationship is formed, when a customer becomes involved with the company above and beyond a normal impersonal transaction. This can be when an employee forms a relationship with the customer by providing individual service, remembering their name or their 'usual order', or when the employee or staff goes above and beyond to solve a problem. Customer loyalty most often occurs when proactive employees, management and business owners take the extra step to engage the customers on a deeper level than the simple transaction at hand. Caring about more than their purchase will be evident in your actions.

Let's examine the different characteristics of satisfied and loyal customers.

### Satisfied Customers

- Will continue doing business until something better comes along.
- Do not have a relationship or a unique connection to the business or its employees.
- Do not engage in personal interaction.
- Will see business as impersonal, as a company, not a person.

### Loyal Customers

- Are more likely to readily forgive and understand minor problems.
- Will not be as price sensitive.
- Will help the business through referrals.
- Will not make a change easily.

Obviously having loyal customers far exceeds those that are merely satisfied. The challenge then, is to be proactive in making a concerted effort to create loyal customers out of satisfied customers.

*Also read 5 Steps to Creating Loyal Customer Relationships*

## 5 Steps To Create Loyal Customer Relationships

1. **Smile.** A friendly welcoming atmosphere will put customers at ease, and make it more likely that they'll be open to a deeper relationship.
2. **Be courteous,** kind, and never make a customer feel like they're a 'bother'.
3. **Follow through and follow up.** Say what you mean, and do what you promise. If you say you'll find out and call them back by the end of the day, do it. If they know they can trust you they will come back again.
4. **Be flexible.** Encourage sales people to form relationships and give them the flexibility to go above and beyond.
5. **Respond in a timely manner.** Customers will know you value their relationship with you when you treat them like you want to be treated.

