

# Macola Tech Tips To Make You An Expert Problem Solver

## Supported Platforms

Macola has listed Windows XP Professional as a supported workstation platform for Progression SQL, running Macola with Microsoft's SQL database. There is no support yet for running Macola with the Pervasive database using Windows XP Professional. When support is announced, Pervasive 2000.SQL with service pack 4 will be the only supported version of Pervasive with Windows XP. Macola will not support Windows XP Home edition.

For EDI users, Sterling's GenTran Director product is not supported on Windows XP.

Macola will drop Windows 95 as a supported workstation platform on January 1, 2002.

## Profit Center Descriptions

To enter descriptions for profit centers so they print on general ledger reports, use the System Manager – Maintain - System Accounts – Edit screen. When prompted for an account number enter all zeros in the main account section. Tab to the profit center account section field and enter your first profit center. Tab to the description field and enter the description for this profit center that you want to show on reports.

## Received Not Invoiced Report

The Received Not Invoiced report uses the last receipt date for an item to determine whether it meets the date criteria specified in the starting and ending date fields on the selection screen.

Therefore, in the case where a line item is partially received twice, once e.g. on 10/28/01 and once on 11/2/01, if the ending date specified in the selection screen is 10/31/01 and the second partial receipt has already been entered, the item will not show on the Received Not Invoiced report since the last receipt date is now outside of the date criteria specified even though a voucher may not have been entered in Accounts Payable yet for the first receipt. Also remember that the report needs to be run before vouchers are entered for the new month because once a voucher is entered for a receipt, it comes off the report even if the voucher is dated after the ending date.



**Beachwood  
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# The Next Wave

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## Gaining Control over Your Business

This article introduces critical success factors (CSF) and key business metrics (KBM). The concept of critical success factors is that if you do a handful of things right, everything else falls into place. The concept of key business metrics is that you need to find a way to consistently measure your CSFs to see how you are doing. Each business will have different CSFs but all have them.

Your business will have CSFs at the overall company level as well as at the function level. One executive we spoke to recently stated that the only thing he needed to know was that they were shipping product on time 96% of the time with 98% accuracy.

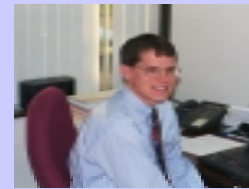
At the function level, let's take sales and marketing as an example. CSFs may be: 1) allocate marketing dollars to activities that generate customers for less than \$335 each; 2) every qualified sales lead must have at least six "touches" and be kept active for 2.5 months; and 3) customer retention needs to be greater than 90%.

After defining your critical success factors, you now need a means to collect data on a timely basis that can determine if they are being achieved. For the first example, you must be able to set up specific marketing campaign codes in your customer relationship management system to track the source of the lead, e.g. spring promo– newspaper ad; spring promo– radio ad; spring promo– direct mail, etc. Your accounting system needs to have the ability to track all costs relating to a specific marketing activity. By tracking the

progress of leads to qualified leads to customers from one source, you can measure the cost per lead, cost per qualified lead, and finally the cost per customer to determine if the marketing activity was effective and to be used again or discarded.

In our example, CSF number 2 can keep your sales people motivated knowing that history has shown that on average it takes six touches (some of which can be automated) with the lead over a two and one-half month period to turn them into a customer. Management reports can be created to display the metrics so that potential leads are not overlooked.

Beachwood Systems can help you define your company's critical success factors and develop the key business metrics. Sometimes data capture requires creating a custom application or simply fine tuning existing systems. The goal is for you to spend more time analyzing the information and less collecting and calculating the results.



## Management Letter

Happy Holidays to you and your associates. We thank each of you for the trust you have placed in Beachwood Systems to assist your organization with its computer needs. We feel extremely fortunate to have the set of honest and upstanding clients that we do. Somehow I think everyone will be a bit more grateful this holiday season.

Beachwood Systems has decided to help the world in its own small way by declaring war on computer viruses. If your company got hit with the Nimda virus recently, you know that we all must be vigilant in keeping virus protection software up-to-date and running on every computer in the organization. Most virus software programs can be set to automatically download updates easing the maintenance burden on your company.

Along with keeping viruses out, we cannot state strongly enough the importance that backups are verified as completing successfully each day. It is also crucial that a recent backup tape is stored off site. If you do not have the resources or expertise required, please ask us about our support plans so that we can make sure these important tasks are being completed. Our mission is to help you succeed.

Again, best wishes for a prosperous New Year.

Sincerely,  
Adam Ryan



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