

*GoldMine continued from page 2* service that alerts users to new messages, assignments, and other conditions, regardless if the user is logged in or not. Auto Ticket Generator updates and sends information to customers and transfers call records via e-mail. Administrator is a centralized command module that customizes, maintains, and controls the FrontOffice system. The Business Process Automation Module consists of the Business Rule Editor and Business Rule Monitor. This module lets users define criteria for call and client escalation as well as define actions upon escalation.

As part of Management Intelligence, FrontOffice includes two powerful tools: the Manager's Console and the Answer Wizard. The Manager's Console allows managers to view real-time

graphical displays of sales and support data, including call monitoring, service level evaluation, peak resource planning, campaign response measurement, critical customer tracking, and group performance analysis. The Answer Wizard collects sales and support activity data and creates reports to assist management.

With so many components, programs, and automated tasks, FrontOffice 2000 truly is "Simply Powerful". As a GoldMine Platinum Solutions Partner since 1994, Beachwood Systems Consulting is prepared to help you implement FrontOffice for your organization and train your staff to realize the software's many benefits. Call Steve Luc at (216) 765-0220 for more information.



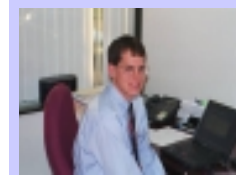
### Pearls of Wisdom

As stated on the front page of this newsletter, Windows 2000 is fast approaching. Windows 2000 may not run properly on all systems, so Microsoft has created a "Windows 2000 Readiness Analyzer" available for download from their website at <http://www.microsoft.com/windows2000/upgrade/compat/ready.asp>

The compatibility tests have been created by Microsoft and third-party software vendors and by no means are exhaustive. Many entertainment titles, for example, have not been tested. Users are encouraged to contact their software vendor for compatibility information.



### Beachwood Systems Consulting



### Letter from the Principal

There are many very exciting things happening early in the New Year. Many software vendors have released major new products and upgrades.

Windows 2000, which is due out this month, is something for which most of us in the consulting business have been waiting. We at Beachwood Systems are ready to help our clients implement Microsoft's impressive new operating system. I must admit, though, that Windows 2000's added stability and ease-of-use features won't necessarily be good for our business!

GoldMine's FrontOffice 2000 is a tremendous new addition to their suite of CRM software. Not surprisingly, FrontOffice 2000 is jam-packed with features, most of which were previously only available in very expensive software for large corporations. GoldMine has once again brought big-time functionality to the small and mid-size business.

These are exciting times for us and they should be for you also. We look forward to these opportunities to reaffirm our partnership with you and help you reach your goals.

Sincerely,  
Adam Ryan

# The Next Wave

WWW.BEACHSYS.COM

A Newsletter for Managers That Depend on Computer Applications to Accomplish Their Goals

Issue #3

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(216)765-0220

## Windows 2000

The next big thing, now that Y2K is over, is the major OS upgrade from Microsoft: Windows 2000 (Win2K). By all accounts, Windows 2000 is a major leap forward in operating systems as it culls the best features and functions from both Windows NT and Windows 95/98. The end result is a powerful, flexible, scalable operating system that is perfectly suited for the small to mid-size business.

Beachwood Systems has been using Windows 2000 for several months in beta testing and has highlighted several of Win2K's best new features and advances:

- Win2K has several new stability features that increase system reliability. Win2K now automatically repairs memory leaks, which otherwise can build up over time and cause system instability and even crashes.
- Win2K has eliminated over 75 scenarios that used to require a system restart, such as adding new components, protocols, and hardware.
- Win2K has improved support for multi-environment networks. That means that businesses won't be forced to migrate their entire network to Win2K.
- Win2K has built-in Internet sharing, which is particularly useful if your network has no

server.

- Server 2000 has its setup functions, including services and settings, all in one central console and uses wizards, thus putting the everyday user in more control.
- For the road warrior, Win2K has improved power management tools.
- Win2K has improved security features, including file encryption and e-mail authentication.
- Win2K now tracks software installations for easier, cleaner software maintenance.
- Win2K, unlike Windows NT, is plug-and-play ready.

Call Microsoft-certified systems analyst Alex Kovtun at (216) 765-0220 and find out more about this exciting new operating system.



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### Look Inside...

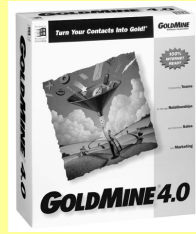
#### Page Two:

- GoldMine® FrontOffice 2000™: Customer Relationship Management That's Just Your Size
- RightFax® 7.0: Complete Electronic Document Delivery Solutions

#### Page Three:

- Macola® Flexibility: VBA and ERS 5

## Tips and Tricks for



- Do you perform a follow up call two weeks after your initial contact with someone? You can automate the phone call, or any other activity, through the use of GoldMine's Automated Processes. With these processes, you can automatically schedule an email to be sent to someone, launch another application, update a field, or schedule an activity.
- Wondering what you have in your "F2 Lookups"? You can print out a listing of all of the entries or for just one field. Within the Report Menu, select 'Other Reports' and select the Lookup File Listing report. Select the Sorts button, and remove the entries for the range. If you want to see a listing for a specific field, enter the field into the starting and ending fields. If you want to see a listing of all of the fields, leave them blank.
- Do you want to see a quick analysis of user's activities? Use the analysis reports under View...Analysis, and you have the options of viewing a statistical analysis, forecasting analysis, or a graphical analysis.

Attend bi-monthly meetings of the Northeast Ohio GoldMine Users Group (NEOGUG) to network with other GoldMine users in your area. E-mail [GMForum@midwestind.com](mailto:GMForum@midwestind.com) for more information.

## GoldMine FrontOffice 2000

GoldMine Software continues its tradition of innovation with its newest product FrontOffice 2000. The first Customer Relationship Management (CRM) product for small to mid-size businesses, FrontOffice 2000 offers an affordable, comprehensive suite of tools for sales, marketing, and support throughout the complete customer life cycle.

"[FrontOffice 2000 is a] scalable, Microsoft SQL Server-based solution [which] provides a unified view of customer information to support all customer-facing operations and real-time access to GoldMine Management Intelligence™ tools for intra- and inter-departmental business analysis. GoldMine FrontOffice 2000 also offers a number of industry-specific solu-

tions that have been completely customized to meet specific market needs," boasts GoldMine Software.

FrontOffice 2000's Sales and Marketing program, which consists of a core of account/contact management tools, sales force automation tools, marketing automation tools, system reports, and mail templates, manages every aspect of account/client relationships and blends several analysis and forecast tools into a simple integrated system.

On the Service and Support side, FrontOffice 2000 offers several useful programs. Call Logging provides tools to log and resolve calls as well as track support center performance. Alert Monitor is a customizable

*Continued on page 4*

## Fax The World From Your Desktop With RightFax 7.0

RightFax is a tremendous software tool for the small to mid-size business. Not only does it allow users to fax from their desktops as well as perform broadcast fax transmissions to multiple recipients, but also it allows users on a network to receive faxes at their desktops and share faxes across a network, even with remote users. The added convenience RightFax provides can increase productivity throughout an organization and take marketing efforts to the next level.

RightFax is fully compatible with the most popular e-mail, contact management, and customer relationship

management software titles, such as GoldMine, Microsoft Exchange and Outlook, and Novell GroupWise. RightFax even has security measures that allow a network administrator to approve all outgoing facsimile transmissions. RightFax is fully customizable as well, from custom cover sheets to restricting bandwidth.

RightFax's array of capabilities include:

- Create immediate efficiency by delivering and sharing your entire range of business documents electronically and instantaneously.
- Provide the widest range of document delivery choices

## Macola Flexibility: VBA & ERS5

Besides seamless integration and scalability, one of the Macola suite's major strengths is its Flexibility module. Flexibility bundles Microsoft's Visual Basic for Applications (VBA) with ERS5. ERS5 is Macola's powerful client/server, SQL-based tool that combines reporting, querying, and advanced data mining technology. Flexibility can be customized to meet any business' specific needs, such as unique pricing structures and event-based e-mail notification.

Visual Basic is easily one of the most popular and powerful developmental tools in the Windows-based world. With over three million known developers in the fold, VBA has fostered a rich community from which to extract knowledge.

ERS5's capabilities allow Macola to be integrated with the Microsoft Office suite. ERS5 also has over 20 ODBC drivers for robust, real-time,

dynamic database support.

Using VBA and ERS5, companies can customize the Macola suite to handle unique day-to-day activities or to react to unforeseen changes in the business environment. The power of VBA and ERS5 helps ensure that Macola users will remain competitive in today's rapidly changing markets.

"Our clients hire us to create VBA applications and ERS5 reports that greatly heighten the value of their investment in Macola," says Beachwood Systems principal and CPA Adam Ryan, "and given our experience with Visual Basic and ERS5, we can create these applications and reports quickly with a minimum of added expense." Flexibility's power, which is as unlimited as the imagination, ensures that Macola is "Software You'll Never Outgrow."

This Month's Module from

**MACOLA**

**SOFTWARE**

**Reports 2000**

Macola Reports 2000 module is the most advanced and flexible reporting system available to small to mid-size businesses.

Over 70 of the Progression Series' most popular reports are included in Reports 2000, except now they are fully customizable using Crystal Reports 7, the most widely used report writer in the market.

Reports 2000's features include:

- Search and range inputs with Macola validation
- VBA-driven, uncompiled Crystal Reports ready for user customization
- Range and Output options can be saved for re-use
- Automatic database changes at runtime
- Reports can be placed in Progression Explorer or on desktop

Fully customizable reports include:

- PO Receiver
- POP Product Schedule Report
- Shop Floor Packet
- Material Pick List

Reports 2000 provides users with greater flexibility, lower modification costs, and more distribution options than ever before.

- Reduce the cost of communicating with customers and suppliers.
  - Provide complete and secure delivery and receipt of all critical business documents at the enterprise level on a global scale.
  - Enable back office e-commerce in every facet of your business.
  - Integrate seamlessly with your business applications and the Internet.
  - Provide scalability, with modular solutions that grow with your company
- To get a better idea of how RightFax can save your organization both time and money, surf over to RightFax's

web site at <http://www.rightfax.com/savings/> and try the RightFax Electronic Document Delivery System Savings Calculator. Just by entering a few figures, such as average daily number of faxes sent and average number of pages per fax, the Calculator will instantly derive a yearly cost savings figure. Just five faxes a day using RightFax instead of by hand can result in yearly savings of well over \$3000.

Call Jim Zvosecz at (216) 765-0220 to learn more about RightFax solution that is tailor-made for your business.