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On the Products and Services of
Beachwood Systems Consulting

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I would like information on:

Macola Software Custom Programming

GoldMine Network/PC Support

Extra Issues of *The Next Wave* # issues



Pearls of Windows Wisdom

Slow system speed got you down? Tired of waiting for that application to launch? Afraid those numbers won't crunch before the sun goes down? Here are a few tips and concepts that might help improve your computer's performance.

1. Defragment your hard drive for improved file access speed.
2. Add RAM to your system. RAM is a major factor in system performance, sometimes more than the processor!
3. Close unnecessary program applications to free up more system resources.
4. Call Beachwood Systems for a comprehensive network analysis.



Beachwood Systems Consulting



Letter from the Principal

Alan Greenspan says that the reason the United States has not experienced inflation, even in this period of exceptionally low unemployment, is that productivity has continued to increase dramatically. Much of the gains in productivity come from the implementation of computer technology. You now see managers performing queries to obtain needed information, lawyers using voice recognition software to create a letter directly from dictation, bar code data capture in the warehouse, on the factory floor, and from the delivery truck, robots welding cars together, and on and on.

Feel overwhelmed at times? Not to worry. The best approach is to have your vision in place and make small steps towards it each week and month. If you need help, give us a call. We are experts in the latest computerized tools designed specifically for small to mid-size businesses. We can set you up with robust ERP software, Customer Relationship Management software, or even custom designed applications and databases!

Sincerely,
Steve Rogers

The Next Wave

WWW.BEACHSYS.COM

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

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Find Your PC Sweet Spot

Every time the chipmakers release a new chip, many of their products are made "obsolete". AMD has recently released a 1 Gigahertz processor and Intel has countered with an 833 Megahertz chip... but there is still nothing wrong with a Pentium III chip running at 500 to 600 Megahertz.

All these numbers flying around means one thing for the computer buyer - lots of new, cheap, fast computers. This is what we at Beachwood Systems refer to as the "PC Sweet Spot". The Sweet Spot strikes a balance between performance and price. For the new 800+ Mhz and 1 Ghz processors, they only represent an incremental gain to the average business user, yet that small gain comes at a hefty price. Consider the following prices on the chips alone:

Chip	Price (Street)
Pentium III 833	~\$1000
Athlon 1 Ghz	~\$1000
Pentium III 550	~\$425
Celeron 466	~\$100

Since the faster chips aren't twice the speed but are twice the price, it makes a lot more sense to go with the slower chips (which really aren't that slow in the first place!).

What this means to the business purchaser is that whenever major new chips are announced it is a good time to upgrade his or her PC's and laptops. By being proactive, employing a 4-year cycle model of computer replacement (25% of the fleet each year), and finding the PC Sweet Spot, any business can realize significant cost reductions due to reduced computer downtime, reduced maintenance expense (and fresh warranties), and increased productivity.

Other reasons to upgrade PC's regularly are numerous. New PC's

often have expensive software, like operating systems and office productivity applications, preloaded and included in the price. Also, the latest software and operating systems are more likely to work on newer PC's. Windows 2000 is a prime example of that.

New PC's are more powerful and can perform tasks in a fraction of the time compared to their predecessors. Windows 2000, in order to be effective, needs plenty of memory and processing power. Most every new Pentium III PC has that kind of power built into it.

The way computer products are constantly falling in price, there is never a bad time to buy. A loaded desktop machine can be had for well under \$2000 and a Pentium III laptop goes for around \$2500. Call Beachwood Systems and find out just how low prices have fallen on a new Hewlett-Packard, Compaq, or Dell PC.



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Look Inside...

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- Macola® and Global Software Connections: Exploring the E-Business Frontier
- Backing Up Your System

Tips and Tricks for



- Do you have one or two people who gather the initial information over the phone? Use branching scripts in GoldMine to streamline the data entry. By using these scripts, you can ensure you are gathering all of the information necessary.
- If you want to use GoldMine to its fullest, invest in quality training, and continue your training time and time again. A properly conducted training session will provide you with knowledge to begin using several new processes within GoldMine, as well as introduce new ideas for you and your co-workers to explore later down the road. With this tactic, your knowledge continues to grow, as does your productivity.
- Tired of printing out documents from GoldMine, and then getting up and faxing them? Invest in a fax integration solution. WinFax, RightFax, and FaxRush are all seamlessly integrated with GoldMine providing point-and-click faxing.

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 for more information.

World-Class Service and Support

GoldMine Front-Office Service and Support can provide your organization with the tools for creating a world-class call center and support desk.

Customer relationship management (CRM) is critical to any business, especially in the area of customer service. No other aspect of the business process can create customer loyalty as quickly and as permanently as good support. Studies show that customers become more profitable to a business *over time*, so building customer loyalty is the type of objective that is mission statement level.

One of the strengths of GoldMine Software's family of products is that it brings all of the functionality used by large enterprises to the small and mid-size business. "Out-of-the-box, the GoldMine Quick Start Wizard provides support centers with *industry best practices* as well as the ability to instantly customize the product for

your unique environment, all without programming, so you can get up and running quickly," boasts GoldMine's web site.

GoldMine Service and Support offers your call center the ability to respond instantly to customer needs and resolve problems quickly. It also allows the call center to share information, systematically retrieve answers, and gather important customer information. Furthermore, Service and Support empowers your support team for the coordinated cross selling and up selling of existing customers.

GoldMine's motto is software that is, "Simply Powerful". Front Office 2000 Service and Support lives up to that name by expediting call center activities in world-class fashion, right out of the box. Call Beachwood Systems for an expert implementation of the Sales and Support module for FrontOffice 2000.

BSC and IBS Merge

Beachwood Systems Consulting (BSC) is one of a select few Platinum Solution Partners who is recognized by GoldMine Corp. to sell and implement the all-new, SQL-based Front-Office 2000. This recognition will increase consulting requests and require BSC to expand its GoldMine practice resources.

In conversation with GoldMine Software, it was suggested that BSC and Infinite Business Solutions (IBS), another premier Cleveland area GoldMine partner, discuss forming a strategic alliance. IBS was servicing its accounts admirably, but not generating the volume of sales that GoldMine Corp. desired. At the same time, BSC was increasing its sales volume and

required additional skilled consultants for maintaining superior implementation and support services.

After several discussions, both parties agreed that an alliance was not a practical long-term solution, and instead decided to merge their respective practices together... a true win-win solution. Some notable clients now under the BSC umbrella are the Vancouver Grizzlies NBA franchise, T. Rowe Price, and Warren Fabricating. With the combined talents of IBS and Beachwood Systems, Northeast Ohio GoldMine users can expect unmatched support, consulting, and training.

Macola's New E-Biz Partner

Macola Software is in the business of creating "software your company will never outgrow" and they seek out strategic partnerships wherever an opportunity exists to maintain that pledge. Macola has done it again by teaming up with Global Software Connections (GSC) and integrating their e-business web portal technology.

Getting your business on the web means a lot more to your bottom line than you ever dreamed. Not only does an e-business web portal open the doors of your business to the *entire globe* 24 hours a day, 7 days a week, but it reduces costs all across your organization by streamlining and automating business processes. GSC's MacWeb e-business application is the key for small to mid-size businesses to realizing their Internet dreams.

MacWeb allows customers and salespeople to place orders, check order status, edit customer information, view order history, reorder from history, and maintain a master list of

items online! MacWeb reaches directly down into the Macola Btrieve back-end and retrieves or enters information. The entire process is locked down with password protection.

The benefits of a MacWeb front-end are numerous. An obvious potential result of such a powerful tool is increased sales, but the cost savings it brings may outweigh any new revenue streams. The automated tasks that can be performed with this system, from ordering to accounting to picking and shipping, accelerate your business processes and reduce inventories and cycle times. Furthermore, the customer is happier too, resulting in more customer loyalty and even more profits.

GSC's MacWeb e-business solution is robust and powerful, but also easy to implement and use. Call the Macola experts at Beachwood Systems Consulting and find out how your organization can join the e-business revolution.

Backing Up Your Servers and PC's

Imagine if there was a fire that wiped out your entire office and the next day you walked up to the smoldering embers. What would you do? If there was no recent backup tape (tested and known to be good) offsite or in a true fireproof safe, the answer most likely is go out of business. Even if a physical disaster doesn't occur, hard drives are mechanical devices that can and will fail. It is only a matter of time. You can never be too rich, too thin, or have too many backup tapes!

Most businesses have networks. All user-created data should be stored *on the network* and not on the local PC. You must tell your users to do this, because 95% of the time, local hard drives are not backed up regularly whereas network servers generally are backed up frequently. If an application requires that information be stored locally, then that hard drive must be backed up

regularly as well.

Novell and Microsoft have their own backup programs. Computer Associates makes a product called ArcServeIT that is compatible with NetWare and Windows NT and is probably the most popular backup software on the market.

Beachwood Systems recommends a "Grandfather-Father-Son" tape rotation where there are daily, weekly, and monthly tapes that are rotated so that it is possible to go back in time to get a folder or file from several months ago. This is important because sometimes data gets corrupted and nobody finds out because it is accessed infrequently.

Regular, scheduled backups of network servers are a critical business process for any organization. If you are unsure if your network and data are protected, call Beachwood Systems immediately.

This Month's Module from

MACOLA
SOFTWARE

Progression Workflow Explorer

Key features of Macola's new v8 Progression Workflow Explorer include:

- Tab Maintenance – used to group related info or data on a single page. Up to 99 tabs can be created.
- Tasklist Tabs – these tabs can accommodate shortcuts to Progression apps as well as other executables and even batch files. Also, tasks can be set in order, thus organizing workflow. Notes can also be associated with each individual task.
- Transport/Export/Import – tabs can be moved across a network or saved to disk. Workflows can also be moved and given to other users.
- VBA Functionality – scripts can be easily sent to other users in the same way that tabs are sent.
- Bulletin Board – a way for Progression users to communicate without the need for e-mail.
- Dynamic ERS creation – Workflow Explorer also serves as an ERS element launch pad and eliminates the need to build a DSN.