# Sage ERP MAS 90 & MAS 200 Newsletter

## INTRODUCING NATIONAL ACCOUNTS
### Managing Large Customers with Multiple Locations

The newest version of Sage ERP MAS 90 and 200 introduced a new feature called **National Accounts**. If you work with customers that have a parent company along with multiple locations or branches, this new feature is for you. Let's take a closer look at the new National Accounts functionality.

### It's All About Relationships

Inspired by MAS 90 and MAS 200 customer feedback, National Accounts allows you to establish a relationship between a "Parent" company (or corporate office) and its subsidiaries or branches. Put simply, National Accounts is a new customer type in Accounts Receivable, making it easier to invoice the parent for goods and services shipped to the branch locations.

For example, a wholesale distributor using Sage ERP MAS 90 can now ship goods to three different customer locations while sending just one invoice to the corporate headquarters. All the while, you can still retain a unique customer account/ID for each location.

### How It Works

In Accounts Receivable Options, you establish the relationship between the parent company and branches or subsidiaries. Next, determine how you'd like to track and report on customer sales history (by Bill To, Sold To, or Both) and configure default settings like credit limit, payment terms, and pricing. Then, establish the billing relationship between parent and subsidiaries in the Customer Maintenance screen and you're all set.

### Processing Orders and Payments

During Sales Order entry (or Accounts Receivable Invoice Entry), the national account information and default preferences automatically populate the appropriate fields. Sage ERP MAS 90 or MAS 200 will check credit limits and print orders just as you normally do. The order will correctly display who was billed and where items were shipped. You can also print consolidated statements for national accounts showing orders that were shipped to all locations, a specific group, or individual location.

During payment processing, Accounts Receivable will display transactions for all members of the national account on the same screen. This provides a faster and easier way of applying payments to the appropriate location, branch, or customer ID.

In a nutshell, the new National Accounts feature makes it much easier to invoice and apply payments on larger customer accounts while allowing each location to retain its own identity for reporting and analytical purposes.

### Look Inside Version 4.5

Take an interactive tour and Look Inside the New 4.5 if you'd like to get up close and personal with the latest enhancements for Payroll, Sales Order, CRM, and National Accounts. Or Contact Us if you'd like to discuss an upgrade from your current version.

# Is MAS 200 SQL Right for Me?

With the newest release of **Sage ERP MAS 200** for **Microsoft SQL Server**, you might be wondering if an upgrade is right for you. So let's explore a few of the reasons that a company would consider ERP and accounting software that runs on a SQL Server database.

## Not Your Grandfather's MAS 200 SQL

First it's worth noting that as of version 4.45 released in 2010, the "guts" of MAS 200 SQL were completely over-hauled. Compared to **legacy 3.x versions** (2010 and prior), today's MAS 200 SQL runs on a "true" SQL database with all the security, performance, and scalability you'd expect.

## It's All About the Database

When you run accounting software that's designed natively for SQL Server, data is stored and processed more efficiently than "standard" versions of Sage ERP MAS 90 or MAS 200. As a result, here are a few of the benefits you'd see:

**Speed and Performance** - When you're running SQL Server, reports come up quicker, transactions are processed more efficiently, and lookups are blazing fast.

**Scalability** - Even as you add more customers, more inventory items, and more transactions, MAS 200 SQL won't even blink. You get the same blazing speed and consistency because the database scales up as you grow.

**Plays Nice with Others** - Building seamless integration with other SQL-based software applications is quicker and easier.

**Queries & Reporting** - With the SQL database structure, a whole other world of reporting and analytical capabilities will open up for you.

**Security and Stability** - Built-in features like mirroring and replication help ensure your ERP system is up and running all day, every day. Microsoft SQL Server also includes top-notch encryption technology and security features that prevent unauthorized access to your sensitive financial data.

## But SQL is Not For Everyone

MAS 200 SQL may not be for everyone. All the database bells and whistles may also require in-house IT expertise or a capable technology partner (like us!) that can help you harness the power of SQL Server. Otherwise, it's like buying a Ferrari but never leaving your driveway. Furthermore if your current MAS 90 or MAS 200 software runs smoothly, is secure, and performs to your satisfaction, an upgrade to SQL may not be right for you. If it ain't broke, don't fix it!

## Learn About Sage ERP MAS 200 SQL

Contact us for MAS 200 SQL pricing or to discuss whether a faster and more powerful database can help your business become more efficient and effective.

Or download the MAS 200 SQL Brochure (PDF) to learn about available modules and features.

## FRx DATA CONVERSION UTILITY
### It's Almost Ready for Primetime

The much-anticipated **FRx Conversion Assistant** is scheduled for release in February. This handy utility is designed to help convert your FRx catalogues - including columns, formulas, row formats, and more - to Sage ERP MAS Intelligence (SMI) reports.

If you haven't had an opportunity to explore SMI, it might be worth a quick visit to the newly-launched Sage MAS business intelligence microsite at:

### www.sagemas.com/intelligence

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# Building Customer Loyalty with Sage CRM

You probably know that it takes much more time, money, and effort to acquire a new customer than to retain an existing customer. In this article, we'll explore a few ideas for leveraging the tools and data in Sage CRM to make the most of every customer interaction, build loyalty, and perhaps generate some additional revenue in the process.

## Marketing AFTER the Initial Sale

For many businesses, customer relationships are considerably more profitable *after* the initial sale. Once a relationship has been established, cross-selling complementary products or add-on services is likely easier and probably requires less discounting. That's why marketing programs that are aimed at **current customers** can play an important role in building customer loyalty and a mutually beneficial relationship.

The Sage CRM Marketing component provides powerful tools to plan, execute, and evaluate the performance of customer marketing campaigns. You can segregate campaigns aimed at existing customers as well as track and measure every phase of the campaign from initial promo to closed sale.

Sage CRM also allows you to build a detailed profile of customers over the course of your relationship to ensure that marketing communication is relevant based on previous purchases, product preferences, and other important characteristics of your existing relationship.

## Tools That Help You Stay in Touch

While some companies make contact with customers only when they're placing an order, the best-performing companies take a more customer-focused approach. They stay in touch often and realize that relationships are strengthened through a consistent presence and ongoing dialogue.

Using Sage CRM to schedule reminders, calls, meetings, and send holiday greetings can help blur the line between relationships that are "strictly business" and those that are more personal and ultimately foster stronger customer loyalty.

## Access To Customer Account Data

All of that customer data within Sage CRM is rendered useless if it isn't easily accessible by the people that are the face of your business - customer service reps and sales personnel.

With **Sage CRM Mobile**, your staff will have information they need in the palms of their hands to resolve customer issues quickly, place orders efficiently, and keep customers happy - whether in the office or on the road.

And because Sage CRM shares data with your MAS 90 or MAS 200 accounting system, sales & customer service staff can access information that's typically stored in the "back office" - like shipping status, accounts receivable, and credit limits. They remain in the familiar Sage CRM interface and avoid "waiting in line" for an answer from accounting or fumbling around in the accounting system.

## Technology That Strengthens Relationships

While you may be using Sage CRM to track leads and manage communication related to *new* business, don't forget to leverage the same technology to strengthen *existing* customer relationships and turn customer loyalty into a competitive and profitable advantage!

Contact us if you'd like to learn more about Sage CRM - an important component of your Sage ERP MAS 90 or MAS 200 system.

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**ABC Company Name**    |    **(866) 100-2000**    |    **www.companyURL.com**