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July 2006

ADVANTAGE

BUSINESS COMPUTER SYSTEMS, LTD

NEWSLETTER

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Building Customer Loyalty

A recent study published by the Yankee Group shows that on average companies lose 50 percent of their customers every five years. Of those lost customers, 66% leave due to poor customer care. If those statistics are not sobering enough, PricewaterhouseCoopers estimates that it is five to ten times more costly to acquire a new customer than to retain a current one. These statistics illustrate the fact that

current customers are the foundation of a solid business and any revenue-generating strategy should begin with an emphasis on building customer loyalty.

The size of a company should not be a factor for having a customer retention program. Building customer loyalty simply starts by organizing business resources to focus on the needs of the customers first and foremost.

Here are a few tips to get started:

- Make customer care a key part of your complete business strategy.
- Make sure you or any employee having contact with customers has access to all the information needed to serve customers fast and efficiently.
- Set standards for speed and courtesy when answering phone calls and e-mails.
- Learn as much about your customers' industries as you can.
- Find out what, when, and how customers buy, and use this information to improve the service you offer.
- Make sure everyone on your team has good basic communication skills.
- Think of ways to make life easier for customers.
- Try to anticipate, rather than react, to customer needs.
- Save the customer from inconvenience.
- Exceed your customers' expectations.
- Always keep your promises.
- Keep customers informed about any problems, and make it easy for them to contact you.

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- Use appropriate technology. A good database system can help you record, organize, and plan your contact with customers.
- Personalize all communication.
- If you use a computerized telephone system, give customers the option of talking to a person at any time.
- Encourage complaints. Complaints are a vital indicator of what needs to be improved — and how to gain a competitive advantage.
- Ask for customers' opinions before making significant decisions.
- Only offer services that match customers' needs.
- Have regular contact with customers.
- Be sincere.

In short, put the customers and their needs first and be as professional as possible at every step along the way. This will go a long way to building a loyal customer base.



Trade Show Schedule

SHOW	DATES	LOCATION
House Hasson	Jul 14-16	Knoxville Convention Center, Knoxville, TN
Handy Hardware	Aug 17-19	George R. Brown Convention Center, Houston, TX
Allied Building Show	Aug 18	Arlington Convention Center, Arlington, TX
Orgill Fall Market	Aug 17-19	McCormick Place Chicago - South Hall, Chicago, IL
Purina Retail Solutions	Aug 22-24	Arlington Convention Center, Arlington, TX

ADVANTAGE ACADEMY

August 7 - August 11, 2006

Classes will be held at:
 Advantage Training Center
 Advantage Corporate Office
 515 PR 3001
 Big Sandy, TX 75755

Get the complete class schedule and registration form on our website, www.abcinc.com/pressreleases

Optimizing your software investment is best done by fully utilizing your Advantage software. While each business has a set of initial reasons for buying software, as time goes by, these needs and objectives tend to change and evolve. Consider how your objectives have changed this year. Is your business more efficient now? Are you planning to make changes to increase efficiency this year? What plans are being made for next year? Are you aware of all of the enhancements and interfaces that have been added to the software that could assist you in accomplishing these objectives?

The Advantage Academy classes are designed to ensure that you are informed and know what the options are to assist you in meeting your needs, improving your efficiency, and maximizing your efforts. Business models are continuing to evolve, and technologies are leaping forward to meet those challenges. By taking the time to stay informed, you are able to consider the tools and resources available to give you a competitive edge. Do these questions fit your business?

- Could you be providing a better level of customer service by moving customers more quickly through the checkout counters?
- Could the integration of credit cards at POS save time for your waiting customers, as well as eliminating costly errors due to double data entry?
- Could offering gift cards provide your customers a service they would appreciate during the gift giving season?
- Are electronic signature pads in your future? They are everywhere now, cutting down on the need to track and store signed copies of invoices. Are they in your store?
- Did you know that radio-frequency units are now cost-effective and provide the ability to roam your stores or yards creating orders and updating counts with immediate results?
- Have you considered joining the growing number of Document Imaging customers? Document Imaging is saving postage and labor for those using it today.

These and many, many more options are available to you today in the Advantage software. American businessman and author Max Depree stated, "We cannot become what we need to be, remaining what we are." Don't miss another opportunity to capitalize on your investment. Find out how we can help your business become what you need it to be. Join us for the next Advantage Academy in August.

For questions about registration, call 903-636-5200, extension 216 or 242.



ExecuPro Update

The ExecuPro update this month features the System Manager module. Like the User Manager module featured in last month's newsletter, the System Manager module has been designed with flexibility and ease-of-use in mind. By utilizing an intuitive user interface with easy-to-use screens, System Manager guides the user through the initial business setup and serves as the basis for the creation of a specific business environment to be used throughout the enterprise.

Business Entities

The System Manager module allows for the creation of business entities to be used throughout the ExecuPro product line. After the individual entities are created, the business entity application displays the created entities in a tree view. The organization of business entities in this fashion creates a graphical view that accurately represents the business hierarchy from the corporate office to the lowest level of the business.

Bank Account Management

The creation and organization of bank account information is performed within the System Manager module. The bank account management application first allows for the setup of actual bank locations that are used by the business and then assists in creating and assigning checking, savings, interest bearing deposit, and investment accounts to these bank locations. Bank and bank account information can then be integrated to additional ExecuPro modules like Accounts Payable and Accounts Receivable.

Job Scheduler

The job scheduler application is a powerful feature of the System Manager module. The job scheduler has been designed to automatically process recurring tasks based upon predefined criteria like date, time and task. In addition to recurring tasks, reports can also be scheduled to process and distribute automatically based upon the configuration of the scheduled job. For instance, a user can create a batch of General Ledger transactions and then schedule them to post on a specific date at a specific time. After the posting occurs, the posting register can automatically be e-mailed to one or more users and printed to a specific printer.

Custom Fields

The System Manager module provides a central location where user-defined custom fields can be defined. Custom fields can be then be used to store additional information about a record. Additionally, custom fields can configured as required which can eliminate data input oversights when important custom information is desired.

These features are simply a few of the many included in the System Manager module.





Versyss VTERM Software And Form Overlays

You've probably heard about VTERM, our new terminal emulation software, which provides the ability to print anything in the Versyss system to laser printers or PDF files. But do you know about form overlays? Form overlays are another benefit of VTERM that more and more customers are beginning to use. They are graphic images of your printed forms that print along with your text to give you clean custom forms that print directly to your laser printers or to digital PDF files that can be e-mailed or faxed.

Here's what some of our customers have to say about Form Overlays:

Eileen Miskell of Wood Lumber in Falmouth, Massachusetts found what she was looking for with VTERM. She said, "We wanted to have electronic forms for e-mailing and faxing. The overlay has provided this for us. It is easy to use. It is a good addition to the capabilities of the Versyss system."

Paula Krochune of Commonwealth Lock in Cambridge, Massachusetts began using invoice and statement overlays to upgrade the look of their forms. She commented, "It has worked wonderfully. The copies are much crisper than a dot matrix printed copy. By using the overlay, it cuts down the amount of paper needed (either preprinted forms or plain paper)."

She likes the ability to print and save to PDF files, "You don't have to make duplicate copies because you have a permanent copy right on the computer automatically."

"Overlays are extremely easy to use," she added. "Once Versyss sets them up on your computer, you don't have to do anything. The computer does it all."

Regarding VTERM, Paula said. "PCN-TERM was nice but VTERM is far more superior with greater flexibility. To be able to print reports that are normally 11" x 14" on 8.5" x 11" paper and have them legible is incredible."

JCR Distributors in Dallas, Texas had an ambitious plan for VTERM. They wanted to move completely away from dot matrix printers and use overlays to produce order confirmations, pick tickets, packing slips, invoices, and purchase orders. They also employed a custom toolbar to automate their process as much as possible, including a macro to allow fast and easy reprinting of invoices from history.

"We are very pleased with the results," says Jim Krizmanic of JCR. "The overlays allow us to look more professional and clearly identify our company on correspondences in a more visually appealing format. The ability to print, fax or save to PDF files is also very nice. The overlays have been very easy to use. When at a print prompt, you can use any of the overlays with any of the print methods. This allows us the flexibility in format our customers have asked for. I personally like the ability to modify the overlay itself should the need arise."

Jim concluded, "Overall, we are happy with VTERM. I like the use of Windows macro buttons to shorten commonly used steps or procedures. I am looking forward to future updates. Any update that makes it easier to work in the windows environment or that increases productivity is very welcome."

To learn more about VTERM and overlays, visit our website at www.versyss.com and log in to the Customer Support area. You can also call Versyss Support at 800-966-4031 or e-mail support@versyss.com.



Prevent Versyss System Slowdown

Is your inquiry screen taking too long to display? Has your cursor has begun moving slowly between fields when you press Enter? If so, it's time to print and review the Volume Status report.

The Volume Status report may be printed any time to tell you if you have files that are growing too large and may be hampering system performance. Files that need immediate attention have 3 or 4 asterisks (*) in the RESIZE WARNING column.

Does a file resize make sense or is it time to purge history?

Does a file resize make sense or is it time to purge history? Ask yourself how often three year or older A/R and A/P activity is actually used? If you have hard copy of this history, you might want to consider purging it from your system to improve daily system performance. Resizing is a temporary solution that allows more space

for the file to grow, Eventually a file that is never purged can grow to a point where it cannot be purged or resized. This may cause serious processing issues or down time to correct.

Periodically running a Volume Status report is a customer's responsibility. Many customers avoid the month end rush and review this report a week or two before period-end activity begins. File resize and purge history processes may be scheduled overnight or over the weekend to be completed in time for the month-end processing.

Contact Versyss support for questions or assistance in purging history and resizing files. Call 800-966-4031 or e-mail support@versyss.com.

Running The Status Report

Go into User Utilities
Choose *Volume File Status Report*

The printer should be set for COMPRESSED PRINT. Enter the printer number used to print the report. When the report has printed, look for either *** or **** asterisks in column marked "RSIZ Warning". These are the files that need to be resized

VOLUME	ELEMENT	START TRACK	R	KV	RECORD	REC	NORMAL REC	OVRFLOW	DELETED	BYTES DELETED	PERCENT FULL	KEY OTR DEL	RSIZ WARN-ING
DEM0140	/JADEFS	0	49	R	0	4508	77	4052	48	2	2	0	90 56 0 ***
DEM0140	/SCF	0	83	R	0	3735	170	1753	172	0	47	0	47 48 1
DEM0140	DEM0140	0	1	R	5	95	78	0	0	0	0	0	0 0 0
DEM0140	FMGLACCT	0	4	S	0	332	95	4	201	0	0	0	1 3 0
DEM0140	FMGLIDX1	0	2	R	15	710	5	84	3	0	0	0	12 7 0
DEM0140	FMGLIDX2	0	1	R	15	355	5	32	3	0	0	0	9 5 0
DEM0140	FMGLIDX3	0	1	R	15	355	5	4	3	0	0	0	1 1 0
DEM0140	FMGLSRT1	0	1	S	0	424	16	84	3	0	0	0	20 4 0
DEM0140	FMGLSRT2	0	1	S	0	424	16	32	2	0	0	0	8 1 0
DEM0140	FMGLSRT3	0	1	S	0	424	16	4	2	0	0	0	1 0 0
DEM0140	FMLOCPT	0	8	R	9	1872	22	1617	12	0	0	0	86 46 0 **
DEM0140	FMPRADTL	0	11	R	14	979	74	428	83	0	0	0	44 49 0
DEM0140	FMSAUDIT	0	5	R	15	350	98	235	33	0	0	0	67 23 0
DEM0140	FMSGBAL	0	8	R	15	560	98	113	104	0	2	0	20 21 0
DEM0140	FMSGGBT	0	73	R	20	4015	125	3096	126	7	0	0	77 78 0
DEM0140	FMSGHST	0	24	R	17	1512	109	215	109	0	357	0	14 14 24

From The Forms Department



On New Orders Placed During The Month Of July

Don't miss out on this special offer. Free shipping on new order for checks, endorsement stamps and double window envelopes. These orders will be shipped free via UPS Ground only.

For questions, price quotes, or placing orders, contact Patricia in the Forms Department.

Phone: 800-452-2502 extension 246

Fax: 903-636-4674 or 903-636-5434

E-mail: patriciaL@abcsinc.com

Hayes Stair Company
Hinckley Home Center
Pruett Forest Products, Inc.
Spaeth Lumber Company, Inc.
Valley Feed, Inc.
Weston Ace

New Customer Welcome

Vendor Download and Catalog Requests

Advantage communication packages continue to advance and our relationships with your vendors are prospering. Not only do we do direct communication for order uploads and invoice downloads with most major vendors, we also offer additional tools to help you manage your inventory.

An electronic catalog provides a file of all of a vendor's available items. This file has more complete information on all items and is a preferred method for adding new inventory items to your Advantage system. This feature allows you to quickly find an item electronically instead of the searching through thousands of pages of the old picture catalogs. The catalog feature can create new inventory items with catalog information from your vendor to guarantee mistake-free order placement.

A purchase history download is another available option. The difference between a catalog and a purchase history download is that the purchase history is limited to just that. The file includes only items you have purchased from that vendor in a specified period of time, up to 2 years. This is a quick and easy method for adding a new product line, updating bar codes, costs, units, etc. This fee-based service can save hours of tedious labor in data entry and possible mistakes by importing items quickly into your inventory. As with catalogs, this option not limited to EDI-supported vendors. Advantage has processed downloads for over 100 popular vendors.

To receive a catalog or purchase history download from your vendor, you must contact them with your request. Additionally you must fill out an authorization for Advantage to place these on your system. We can not do so until a signed authorization is submitted. The authorization form for a catalog or purchase history download can be found on our website at www.abcsinc.com/techsupport/index.htm. Click the "submit a Vendor Download or Catalog Request" option. Use this handy method to advise us of your request. Once we receive the file from the vendor, we will process it and contact you.



Handy Hardware FTP Communications

As you know from our June Newsletter, the FTP communication is up and running with Handy Hardware. This process has proven to be more efficient than the modem communication previously available. For all of you who will be taking advantage of this new communication process, there is one additional step to ensure file processing and to receive your order confirmation number from Handy.

Once your order has been sent successfully, please execute the menu option Purchasing-> Posting procedures-> Electronic Purchasing Procedures-> Handy Hardware-> Download order confirmation. You will receive a "file sent successfully" message and an additional message containing your order confirmation number. Once the order confirmation number is received, you may elect to print it by pressing the letter [P] and choosing your printer or exit by pressing the [Escape] key and confirming exit.

The Advantage support team is always available to answer any questions you have about this procedure or any other issues on which you need help.