

New Support E-Mail

IWI Consulting is pleased to announce our new streamlined support service via e-mail. To submit support requests please use support@iwigroup.ca. This new support e-mail address is distributed to all support personnel at the same time. This ensures you the fastest response time by the person best able to assist with your particular request.

To learn more about support service and other services we offer, click on the services section of our website at www.IWIGroup.ca, or contact us directly at **1-866-916-3851**.

IWI Webinars

Don't miss our 3rd Quarter IWI Webinar offerings! Registration is easy. From our home page, click on webinars, then the webinar listing you want to attend, and you'll be taken to a simple registration form.

Sage Accpac Financial -
August 24th 2011 10:00AM EST

Sage Accpac Inventory Management - August 31st
2011 10:00AM EST

Service Manager - September
7th 2011 10:00AM EST

What's New in Sage Accpac v6 - September 14th 2011
1:00PM EST

Sage FAS - September
21st 2011 10:00AM EST

Sage HRMS - September
28th 2011 12:00PM EST

Today's Economy: Managing Profitability

A recent independent study found that in today's economic environment, 46% of small to medium businesses have experienced a decrease in business revenue, while 38% have seen revenues run flat. With only about 16% of these businesses enjoying an increase in business revenues, a large proportion of companies are left with two main options: They must determine ways to expand their market, and thus grow their revenues; or they must cut costs and streamline operations to maintain profitability.



Many companies have been turning to IT for technology solutions. Interestingly, half of the companies in the survey cited that automating or streamlining processes coupled with long term cost reduction initiatives were key factors driving their IT purchases.

Many companies are implementing a document management and workflow solution to reduce costs AND improve efficiencies. As a basic document repository system alone, document management can help companies significantly reduce the cost of utilizing, filing, storing and retrieving paper in an organization. Existing office equipment such as fax machines and multifunctional devices as well their ERP applications can be leveraged to capture documents directly right into the document management repository.

With proper security rights, workers can quickly and easily access documents from any workstation, whether in the office or remotely via the web. The time spent searching, retrieving, filing and photocopying documents is eliminated. Additionally, the cost of the physical office or offsite storage space can be greatly reduced or eliminated. Eradication of paper storage has proven to be a tremendous cost savings, especially for companies who are required to archive records for a predetermined number of years. The fees charged by an offsite storage facility each time a file storage unit must be pulled to access the needed document can be staggering.

Continued on page 2

Solutions: Manage Social Media with CRM



Overwhelmed with Managing Social Media? CRM Can Help! Social media has grown by leaps and bounds in the last 5 years. Twitter alone has amassed almost 200 million users since its launch in 2006. Suddenly social media has become a force that no business can afford to ignore. But how do you make this overwhelming content relevant to your business? There are some fantastic tools out there to help you leverage this information to optimize your business growth. We'll review the top 3 business social media sites and explain how your CRM may be the key to unlocking the potential of social media.

Tips & Tricks Videos

If you use the Sage ERP Accpac Extended Enterprise Suite you'll want to check out our new Tricks and Tips videos. New Sage ERP Accpac and SageCRM videos are available on our website monthly. Visit www.iwigroup.ca/tips_tricks.php or click on the Tips and Tricks icon on the right side of our home page. Our latest videos include:

ERP

- Optional Fields
- Portal Inquiry Tool
- Submodule Period Locking
- Inventory Quantities, Costs & Day End Processing
- PO Invoicing Flexibility

CRM

- v7 Enhanced Quotes, Orders & Sage ERP Accpac Integration
- Advanced Find
- Standalone Person Records
- Notes Functionality
- Printing Labels and Envelopes

Partner Highlight: *doc-link*™

doc-link document management and workflow solutions ultimately transitions your organization to a paperless environment at a speed that works for you. The integration with Sage Accpac automates the indexing of the documents as the corresponding transaction is entered. Managing processes and transactions electronically provides quantifiable ROI and the tangible benefits of greater visibility and control. *doc-link* is the affordable, scalable, and integrated solution for Sage Accpac.

LinkedIn: Linked In is an online network of over 90 million people from over 200 countries and territories. It contains a wealth of information about companies that you want to do business with and can be even more powerful when linked with your CRM.

- Get information faster. A 2010 Keystroke Level Modeling Kit revealed that it is over 30x faster to access a LinkedIn profile within CRM than having to exit the application to search on LinkedIn.com.
- Target your Marketing. Target specific groups by keyword search and add to a CRM marketing campaign or email list to begin actively marketing to them.
- Dig Deeper. Once you have a prospect, you can use your CRM/LinkedIn integration to add company information to the CRM database and have all of their latest information at your fingertips.

Twitter: While tweets are short, they are a window into the mind of your prospects, customers and competitors. Twitter is one of the fastest growing social media tools and can be very useful to your business.

- View all tweets from a Dashboard. Most CRM systems have a twitter dashboard to view and post to your twitter feed. Why is this helpful? It can help you stay on top of your industry without seeking out the information independently.
- Link to Marketing Campaigns. When you tweet information, it's vital to know if it has resonated with your audience. Link your tweets to a specific marketing campaign and view the results within CRM.

Blogs & Websites: Your CRM system can help you navigate the blogosphere by giving you a dashboard view of the following:

- Custom blog feed of blogs that apply to your specific role
- Company Facebook feeds
- Online Community Conversations

Social Media is a growing force in the world of business and we all need help managing the influx of information. By rolling social media into CRM, it simplifies the entire process and gives you an easy way to engage your customers and prospects. Want more information? Contact IWI today!

Continued from page 1

Additionally, document management systems give full visibility to the history of a particular document, which supports a company's efforts in being in step with mandated compliance regulations such as HIPAA or Sarbanes Oxley.

To navigate through today's economic climate and ensure business continuity, make sure you pick the right tool. Document management and workflow solutions help reduce overall operating costs, increase efficiencies within your organization and properly position your organization for success when the economy recovers. For more information and to schedule a personal solution demonstration for your company, please call IWI Group today.