



Friendly Systems Inc

Working Together To Build Your Business

Newsletter

March, 2004

MAS 90 and MAS 200 4.0 Registration

The release of MAS 90 version 4.0 is fast approaching. Significant enhancements in this version will add greater efficiency and provide more benefits for your business than ever before, including greatly enhanced reporting capabilities and a redesigned General Ledger module with numerous advanced features including an expanded account number.

With this release Best Software has updated the product registration process. This change will affect the way you install and unlock MAS 90 or MAS 200 version 4.0 when it becomes available early this year. The individual serial numbers and unlocking keys currently required to register each module will be replaced with a single serial number, user key and product key. The new product key will encode all MAS 90 (or MAS 200) modules that you own, and is unique to your company. This change is being made to simplify the customer software registration process, and to allow for additional products, services and software delivery methods in the future.

To provide a smooth transition to the new product registration mechanism, we need your assistance. If you are currently using modules not registered in the Best Software database, those modules will not be encoded in your new product key and will not be registered when version 4.0 is installed. In anticipation of the 4.0 release, now is the time to verify registration with Best Software to ensure a smooth upgrade process.

To verify the modules Best Software has registered to your company, please go to:

<http://shop.bestsoftware.com/boss/Main/frmLogin.aspx>

Login

Click on Profile Management

Click on Products

Change "Filter By" drop-down box to MAS90/200

Click on Search

Review modules listed under MAS 90 for Windows and MAS 90 Client Server Edition (aka MAS 200) and compare it to the Product Registration Report from your MAS 90 or MAS 200 system.

If you have questions regarding the upcoming changes, please refer to the 4.0 Registration FAQ found in the Best Online Support and Services (BOSS) InfoSource Knowledge Base at: <http://support.bestsoftwareinc.com/infosource.cfm>

If you have not registered for BOSS, please click the Register link and follow the detailed instructions on the BOSS home page at: <http://shop.bestsoftwareinc.com/BOSS>

Georgia State MBA Students Offer a Low-Cost Small Business Resource

Is there some project or activity you know would make your company more competitive, but either through time or budget constraints always gets put off until next quarter? Or you don't have the expertise in-house, but a the task wouldn't make a permanent full-time position?

The Robinson College of Business at Georgia State University may have the answer for you. Students pursuing graduate degrees participate as interns doing "field studies" with local corporations for a semester. For a very modest fee, your company receives the expertise of a bright, energetic person looking to add real business experience to his or her education, for 8-10 hours per week for 4-5 months.

For Friendly Systems, the challenge was marketing - how to make our company more visible to Atlanta area businesses. We knew just enough about it to convince ourselves we didn't need any help with it. Word of mouth and some purchased leads kept us busy and fed and sheltered, but the trend in our industry, as in many others these days, is towards bigger companies. We realized that to attain our growth objectives, we needed some serious help with marketing. Lacking Bill Gates' bank account, we turned to Georgia State's program.

We are pleased to announce that Reagan Smith will be working with us this spring. Reagan is pursuing her MBA in marketing with an emphasis on entrepreneurial studies while also holding down a full-time marketing position. She is already helping us create a comprehensive marketing plan. Within the next few months, you will see a revamping of our web site and this newsletter. She is also developing a plan for us to follow for ongoing marketing campaigns.

Besides helping us attract additional customers, Reagan will also be advising us on how we can better serve our existing customers. You may hear from Reagan directly as she does some market research to find out what our customers really think of us ("Danger, danger Will Robinson!"). We will be setting up a CRM (Customer Relationship Management) system to keep up our service level with both new and existing customers.

It is those kinds of things in which having an outside perspective, free from egos and "but that's how we've always done it" inertia, that will make Reagan an important part of Friendly Systems living up to its name in 2004 and beyond.



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