The Next Wave

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Beachwood Systems Consulting

- Now celebrating its 20th Anniversary -

Management Letter

Happy Holidays

During the holiday season people take time to reflect on things to be grateful for. For us at Beachwood Systems, the most important thing is our incredible group of clients, many of whom have been with us for 10, 15 and even 20 years. We have the best clients in the world. You all are not only great to work with, you have become our friends over the years. Thank you for being forward thinking and entrusting us to help your company be successful through the use of information technology. We will do everything possible to maintain that relationship so if we ever fall down somewhere, please call and tell me directly.
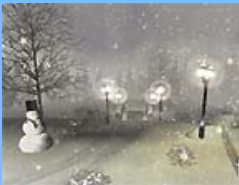
We wish each of you inner peace, warmth and happiness over the holidays, and much success for 2008. May it be the best year yet for you, your family, and your business.

Steve Rogers

Tips for Google to list your Web Site

How did we use to find companies to buy things from before the internet? Now everyone googles. You, of course, want your prospective customers to be able to find your site listing from typing in key word searches.

The dominant players in the search engine market are Google, Yahoo, MSN, and AOL. Google owns a 5% stake in AOL and now AOL search results are supplied by Google's engine so you are really looking at only three dominant players.

There are two ways to be listed on the Google results page: as a natural listing or as a paid listing. On a paid basis, you can purchase AdWords from Google and depending on how much you are willing to pay for a user to click through to your site, it will display on the right hand side on the first or second page of the results.

Getting ranked near the top of the Natural results list for your set of key words is the holy grail of search engine optimization. Are there any tricks in improving your natural search ranking results? Yes, but know that Google does not publish the secrets of its search engine.

1) Make sure your web site can be "crawled" by the Googlebot. Every second of every hour of every day Google has automated programs that land on web sites and collect words for its index. Google provides a downloadable program that your web developer can run against your site to check the HTML coding to make sure that it meets Google's standards.

2) Submit your URL and Sitemap to Google.

3) You need to make sure that when you create the page content for your web site that you are working in the most important key words that you believe potential customers may be entering to find your company. These word combinations should be positioned as tightly together as possible, as often as possible, with the verbiage still sounding natural.

4) Write good meta-descriptions (inserted by the web developer) for each page. These are in the form of <META NAME="Description" CONTENT="informative description">

5) Here is the big one. Get as many links to your site from other reputable web sites, the larger the better. These may be links from your vendors', business partners', or customers' web sites. Also try to get links to your site from as many "directories" as possible. For instance, perhaps you belong to a trade group or the

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Chamber of Commerce that have listings of its members. There are ways to purchase "paid links" from other sites but reportedly Google has gotten wise and worked it into their ranking algorithm to penalize companies that use this technique when they find it.

6) Keywords listed in the meta-tags behind each page are not used for retrieval or ranking by Google and most other search engines. However, they are used by Yahoo and ASK. Yahoo advises to match up the words in the meta-tags with the text on the page.

There are many companies out there that claim to be able to improve your natural results ranking in Google and other search engines. To anyone considering using one, our advice is … buyer beware. There is little reason to use a firm like this for placing paid AdWords.

One of the greatest free tools available is Google Analytics. With this tool you can see how visitors are finding your web site and what they are searching on. Used in conjunction with an AdWords campaign will identify key phrases.

MOZY — Free On-line Backup for Your Home PC

What do you use your home pc for? Do you have tons of contacts in Outlook including hard-to-get cell phone numbers? Store any important financial documents? Been collecting digital photos or MP3's over the years? Now let's say, boom!, your hard drive crashes and everything is gone.

For businesses, tape backup is still the best means to back up. Tape is so good because a copy of the backup can easily be kept off-site from the original data in the event of a natural disaster.

Now there is an on-line internet backup service primarily geared toward home users that works well and believe it or not, is free. Well, at least for the first 2 GB of data. Check it out at http://mozy.com. What you'll find is that you simply need to click on "Mozy Home" then "Mozy Home Free", sign up (enter ref code Y3KCEK), download and install the client on your pc, and do your initial backup which will take several hours but after that backups generally only take 10 minutes or less. All files are encrypted and the company claims that you are the only one that can access them.
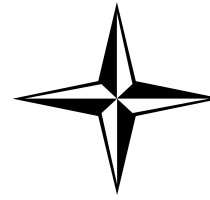
There are many configuration settings in Mozy where you can have it backing up in the background automatically or you do it manually. If on a manual schedule, the program will remind you if you haven't backed up in a few days.

You have a full windows-like tree structure to use to select what is to get backed up. If you are well organized and consistently store your documents in one folder structure then you will be sure not to miss things. Just remember that the file used to store email, contacts, appointments, etc. for Outlook ends in '.pst' and probably is not in the same place as the rest of your documents.

If you need to restore, you can either specify the files you want restored and then download them, or for a nominal fee have all files burned onto a DVD and sent to you via Fedex.

Did we mention that the service is free? What are you waiting for?

GoldMine Premium Edition Released

![GoldMine logo]

GoldMine Training

Introduction to GoldMine
1/9/08
Topics include: working with contacts, managing activities and letter writing.

Intermediate GoldMine Functionality
1/16/08
Topics include: Working with data subsets including filter and group creating and performing tasks.

Advanced GoldMine Features
12/19/07, 1/23/08
Topics include: the opportunity/Project Manager, GoldMine Report Writer and Automated processes basics

Power User Package
Special pricing on a bundle of Introduction, Intermediate, and Advanced classes.

The following classes are available on demand:

Administrative Capabilities
Topics covered are designed to help your IT staff administer GoldMine.

Automated Processes
This one day class is for users interested in automating their business processes.

Intro to Crystal Reports and GoldMine
Covers writing reports using Crystal Reports. Explains the GoldMine file structure.

GoldMine Administrator Package
Special pricing on a bundle of Administrative Capabilities, Automated Processes, and GoldMine Report Writing classes.

***Training** is worth its weight in Gold! Take time to obtain knowledge that has a year after year Return-On-Investment. For costs, student discount information, and class schedules for upcoming **GoldMine training classes** please call or visit our website: www.beachsys.com .

Has your business grown and evolved since you first started using GoldMine? Are you facing different challenges within your business? If so, there has never been a better time to upgrade to the newest product in the GoldMine solution family - GoldMine Premium Edition. In addition to the features that you already know and love about GoldMine Standard or Corporate Editions, Premium Edition provides new benefits to CRM users, including case management for tracking service issues and a number of productivity enhancements for greater user efficiency. Here are a few of the reasons for you to consider upgrading:

 # 1 Complete the Customer Lifecycle: With Case Management included in GoldMine Premium Edition, you now can control the entire customer lifecycle in one application.

 # 2 Never Get Blindsided Again: Never again will you have a sales meeting hijacked due to a support issue that you were not aware of. From marketing to sales to support to management, you now have a full view into customer interactions.

 # 3 Leverage the Loyalty Factor: Some studies show that it may be as high as 7-10 times more expensive to get a new customer. GoldMine Premium Edition helps you understand and leverage your most loyal customers since their entire customer lifecycle information is stored in one solution.

 # 4 Utilize the Latest in Windows Technology: GoldMine was chosen as the only mid-market Sales and Marketing Solution included in the Microsoft Windows Vista™ launch. Keep all your existing GoldMine data, and use it on your new computers.

 # 5 Improve Data Quality and Improve Data Entry Time: Auto Complete features allow users to enter data more accurately and quickly in GoldMine Premium Edition.

 # 6 Get Rid of That 'Lost' Feeling: GoldMine Premium Edition provides users with tools to enhance overall productivity. With the addition of a Contact Search box that remains in the navigation window regardless of where you are in the application, you can always find contacts quickly and easily.

 # 7 Improve User Adoption: GoldMine Premium Edition provides configurability options for users so they can fine-tune the way their applications look. By providing drag and drop reordering of tabs as well as the ability to show and hide additional tabs, users can become more efficient with a few clicks of a button. Users will be able to select their best view of information

 # 8 Faster Grouping and Filtering: In GoldMine Premium Edition, grid controls have been dramatically improved to provide robust grouping and filtering capabilities. You can now summarize information, further filter that information, or group information with a few clicks or drag and drop functionality.

 # 9 Enhanced Daily Activity Management: In order to help streamline your daily business routine, the Daily Activity Management features of GoldMine Premium Edition have been enhanced.

Microsoft CRM v4.0 Coming Soon

Microsoft CRM v4.0, code name Titan, is expected to be released in Q1 of 2008. This release will be more of a technical release than a functional release. Some of the major improvements include:

- Multi-tenancy (i.e. handling multiple Microsoft CRM deployments on a single server). This will be useful for different departments or divisions of the organization.

Also multi-tenancy will allow software-as-a-service (SAAS) vendors to host multiple customers' applications on a single server .

- Multi-language (supporting multiple languages in a single deployment). This is useful when you have users who want their own language interface and need to share a common CRM database.
- Even tighter integration with Microsoft Office 2007.

Ed Dowling joins the Beachwood Team

Beachwood Systems is proud to announce that Ed Dowling has joined the firm as a Senior Consultant in the ERP Software Group. Ed comes to us with 8 years of user and consulting experience with the Exact Macola products including Progression, ES, eSynergy, EBA, Event Manager, and Crystal Reports. He has a degree in Manufacturing Management from the University of Akron and formal training in ISO/QS-9000, Milliken Continuous Improvement, and Lean Manufacturing. Prior to serving in Macola consulting roles, Ed held positions in companies in Northeast Ohio as an Estimator, Scheduler, Industrial Engineer, Manufacturing Systems Manager, and Assistant Plant Manager. Ed's specialties are process improvement studies, Inventory Management, MRP, Shop Floor Control, Standard Costing, Scheduling, and Warehouse Management. If you haven't had a chance to meet him yet, please feel free to email (dowling @ beachsys.com) or call him on any projects you may be considering.

E N G A G E '08 in Las Vegas

'Engage' is Exact Software's annual user conference. This year it is being held in Las Vegas, NV at the Las Vegas Hilton from April 6th through 9th. It is a great place to obtain training, learn more about your enterprise software's capabilities, look at companion add-on solutions, and find out what is being worked on for future release. You can meet executives and staff from Exact as well as other users of Exact software products. Plan to attend!

New Service Pack for Macola

Exact Software released Service Pack B for Macola Progression 7.6.400 which supports SQL2005 and use of strong passwords. With this service pack, Exact reiterates its continued support for the Progression product line and its long tradition of developing business solutions that provides significant value to customer organizations.

Along with many bug fixes, it includes these enhancements:

- Print Inventory Transaction History by distribution date selection criteria rather than post date.
- In Transit Inventory utilizes "transfer" locations.
- Can now pass RFQ Comments to PO's without a consolidation number.
- Update Cost during P/O History Copy with the current cost on file.
- Can purge PPCSTTRX table which holds value added cost transactions in POP.
- Ability to enter separate locations for ACH files in Payroll.
- Ability to update the Employee Audit Trail for employee transfers in Payroll.
- Shop Order Audit Trail will be maintained for any additions, changes, or deletions to a shop floor order made prior to release.

Customers must be current with their maintenance contracts to install the service pack.

![Exact Software logo]

Macola Training

Accounting
1/15/08 to 1/17/08
Day 1: General Ledger and Month End/Year End
Day 2: Accounts Payable
Day 3: AR/Bank Book

Distribution
2/11/08 to 2/14/08
Day 1: Inventory Management
Day 2: Order Entry
Day 3: Purchase Order & Receiving
Day 4: Order to Cash Cycle & Purchase Order to Pay Cycle

Manufacturing Planning and Control (MPC)
2/19/08 to 2/21/08
Day 1: Inventory & BOM & Production Order Processing
Day 2: Master Scheduling / MRP
Day 3: Processing Transactions

ERP Manufacturing
1/21/08 to 1/24/08
Day 1: Inventory & BOM
Day 2: Standard Product Routing
Day 3: Shop Floor Control
Day 4: Manufacturing Cost Accounting

System Administration
1/29/08 to 1/30/08
Day 1: System Manager
Day 2: Database Tips, Client Setup, File Purging, & Troubleshooting

Crystal Reports for Macola
2/6/08 to 2/7/08
Day 1: Creating Reports and Selecting and Sorting Records
Day 2: Creating Formulas, Formatting Sections, and Presentation Quality Reports

*Please see our web site, www.beachsys.com for details and current schedule information.