



Newsletter Vol. 1- Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

What's New?

Our Website

Softengine is pleased to announce the launch of its new website. The new website has been totally revamped to be more user-friendly and consists of useful information for our customers, partners, vendors and prospects. The website has sections dedicated to SAP Business One, "The Softengine Difference" (products and services that makes a "one-stop" shop), as well as the latest news and events related to our business.

We invite you to visit our new website at www.softengineusa.com.

Spotlight on Product – "Food One"

Softengine has enhanced the already powerful functionality within SAP Business One with a series of tools designed to optimize productivity in the multiple areas of food business.

- **Catch Weights and Variable Catch Weights** (Enables companies to track and manage inventory by case, each, and total weight.)
- **Customer Order Guides** (Gives the ability to automatically collect customer item preferences and establish custom lists of items that can be accessed and copied to Sales Orders.)
- **Customer Call Center Management** (Allows managing outbound sales order calls to multiple customers to solicit orders. Tied to Sales Order system, this tool allows a company to establish a list of customers to call per day and for each sales representative.)
- **Sales Orders – Rapid Order Entry** (Enables fast selection from Customer Order Guides. Provides automatic generation for the next delivery date based on your delivery days of the week and Sales Order turn-around time policy.)
- **Route Planning & Daily Route Management** (Provides formulation and sequencing of daily routes and stops with integrated Route Optimization; includes a Route Manager Console for managing the orders for any delivery day.)

Spotlight on Customer – Secura Key

Secura Key has been in the business of manufacturing access control and RFID products for 35 years. It has a complete line of access control products ranging from single door, highly intelligent stand alone systems, to complete multi-door, online PC based systems. Reader technologies include slot-less TOUCHCARD®, PROXIMITY, and other leading technologies. Secura Key manufactures a full line of RFID readers and transponders that comply with most ISO standards including 15693 and 14443.

Khoa Nguyen, IT Project Manager, commented “that by implementing SAP Business One, Secura Key experienced much improvement in controlling and managing the ‘customer service to production’ process. In addition, the “configurator” developed by Softengine is working very well.”

Are You a Best-Run Business?

Increasing Profits through eCommerce

eCommerce has emerged as one of the fastest growing sales channels for direct marketers in almost all industries. Are you thinking of building or expanding your eCommerce presence in 2009? Many customers are not aware that SAP Business One can be seamlessly integrated to the most sophisticated eCommerce system on the market - Magento.

Online buyers want a personalized experience that is intuitive to their purchasing style. To drive revenue, eCommerce sites must provide a rich, pleasant experience that is optimized daily.

The Softengine eCommerce solution is a fully integrated system that allows bi-directional transfer of information. The SAP Business One database allows you to easily import or export transactions and product items to and from your dedicated Internet web store. The Universal Connector from Softengine enables seamless integration with SAP Business One. There is no need to re-enter customer, inventory, sales order, payment and even current pricing; our Magento Integration will access the SAP information in real-time.

If you are interested in further information regarding SAP Business One eCommerce capabilities, please contact the Softengine Sales Department at (818) 704-7000 or via email blederman@softengineusa.com.

Better Information Translates Into Better Service

The more insight you have into your business the better you are able to manage your company wisely. If a plant manager can tell in an instant what inventory he has in transit, in the warehouse or at the distribution center, and where it is going and when, he is empowered to make better decisions about production, referrals, freight diversions, transportation and general inventory control.

Using SAP Business One our customers have saved thousands of dollars by identifying static inventory, freeing up thousands of dollars in working capital without sacrificing service to their customers. In fact having better information has made SAP Business One customers more responsive to their own customers. With better information organizations can now predict delivery dates more effectively, identify product lots that are defective and improve quality control.

With an integrated system such as SAP Business One entering a sales order means having the latest information on price, availability and product specifications. Sales people can easily find alternatives with the latest price and quantity on hand.

SAP Business One gets you closer to your customers by providing them with quality information that other companies cannot. In fact many customers report a competitive advantage by the mere fact that they can offer accurate and timely information to customers that other companies cannot.

The question you should be asking this quarter is whether you are taking advantage of the full power of SAP Business One? Have you rolled out the system broadly enough throughout the organization? Which department or location could benefit from better information and service?

Softengine places a particular emphasis on training excellence. Education provides our client-partners with the knowledge needed to leverage their ERP investment and take their businesses to new heights. Our training is designed to educate our client-partners on how to use our systems to shorten their response cycles, improve cash flows, increase productivity and ultimately to increase profits. Call our Professional Services team to arrange an evaluation of your changing training needs.