



## Newsletter Vol. 4 - 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?

#### Quick Stat - Software-as-a-Service (SaaS) Gains Among SMBs

Spurred by a need for IT solutions that are easy to implement, use and maintain, small and medium businesses are increasingly embracing software-as-a-service (SaaS) solutions, according to AMI-Partners. Twenty-one percent of small businesses and 31% of medium businesses now use SaaS – double the 2004 adoption percentage.

#### Spotlight on Product - BusinessNow!™

##### SMB Software Wish List (SAP Survey)

- A 360-degree view of their business
- Simplicity in integration with clients and suppliers
- Automated tools for managing people, inventory, projects and partners
- A common look and feel for all functional areas that is intuitive for current staff and easy for new hires to learn
- Adaptability to organizational changes
- More than just ERP: full-spectrum business support including, warehouse management, service order management with warranty information, project and billing management, price quotes and proposals, manufacturing, accounting, budgeting and forecasting, and full order management under one umbrella
- Compliance with tax and management laws built in and updated regularly
- Centralized software version control and update
- Minimal implementation cost and effort
- No incremental IT infrastructure or staff
- No incremental software purchase
- No software maintenance and support costs
- Predictable, fixed monthly costs
- Worldwide 24x7 availability
- Full system monitoring and data protection

For many, adopting a company-wide software system such as SAP Business One, plus webCRM and eCommerce is a dream - an unattainable dream thanks to the usual 6-figure up-front investment. Softengine, an SAP Gold Partner Reseller, has answered the demand from small businesses by providing a complete set of all these tools at a fraction of the upfront costs and at only small per user, per month subscription fee.

**BusinessNow!**™ from Softengine and powered by **SAP** enables small to mid-sized companies to manage core business operations in a single system, which includes

- enterprise resource planning (ERP),
- accounting,
- customer relationship management (webCRM),
- eCommerce (both, B2B and B2C webStore),
- **all on subscription basis, for a low, monthly payment, and low set-up cost.**

**BusinessNow!**™ as a **Software-as-a-Service** ("SaaS") provides undeniable value proposition with low-cost subscription billing, versus enterprise-type projects with high up-front costs, long and costly implementations, network infrastructure and maintenance costs and with unknown ongoing fees.

#### Features:

- Your Choice:
  - System Availability, secure servers for subscription-based system, pre-installed Microsoft Windows, SQL Server and Terminal Server software
  - At any time, the Software as a Service (SaaS) BusinessNow! solution can be transferred to an in-house client/server system.
  - Backup on remote and local storage
- Quick Installation, software is pre-configured based on best-practices, company data can be migrated from a variety of systems, i.e., Great Plains, Navision, Oracle, Sage MAS products, QuickBooks, Peachtree and from many others.
- **Industry-specific solutions (Food, Apparel, Furniture, Wholesale Distribution, Warehouse Management, Production, Manufacturing, Retail/POS, Trade-Show with Bar-coding)**
- Automated updates
- Web Demos & Consultation Sessions (scheduled weekly and on-demand)
- Training (web, classroom, individual)
- Configuration options; we offer Discounted Block Time packages that can be used also for individual training.
- Customization; we offer Fixed-Price projects.
- **Please contact us for more information about BusinessNow!**™ or to demand a free demo and to find out if this program answers all of your business requirements.

## Are You a Best-Run Business?

### Move toward “mass customization”

Demand-driven manufacturing leads naturally to the next phase of reengineering: “mass customization.” This seeming oxymoron – also known as “agile production” – essentially means producing customized products with the cost economy of the assembly line. ... The point is not so much “lower volume,” but rather volume on demand, or a demand/supply alignment that creates zero inventory. Over the past decade, as consumers have become more demanding and markets have splintered, mass customization has swept through industries as diverse as car-making, consumer electronics, clothing, retailing, and fast food.

*Dr. Jagdish N. Sheth is the author of The Self-Destructive Habits of Good Companies...And How to Break Them*

We invite you to visit the details on our new website at <http://www.softengineusa.com>

Call or email Barry Lederman for additional details and pricing: 818.704.7000 – [blederman@softengineusa.com](mailto:blederman@softengineusa.com)