

Solutions

Summer 2015

www.solutionsforaccounting.co.uk



NEW ACT FOR SOLUTIONS

Solutions for Accounting is proud to announce the acquisition of customer relationship management specialist BluebirdCRM.

Incorporating BluebirdCRM into the Solutions Group will complement the range of business software products we provide and support, while positioning us as one of the UK's largest and best resourced providers of Act! and Sage CRM software.

BluebirdCRM, based in Derbyshire, is a leading Act! Certified Consultancy and SageCRM accredited solutions provider that specialises in customer intelligence tools for small and medium-sized businesses. With BluebirdCRM on board, we can now offer a greatly enhanced customer relationship management service to all of our clients.

Continued on page 3

GO TEAM SOLUTIONS



Two wheels are definitely better than four for some of the Solutions for Accounting team who have been donning their Lycra in preparation for a sponsored bike ride, in aid of Macmillan Cancer Support.

15 members of our workforce will be pedalling away on June 21 as part of the Great Notts Bike Ride 2015 - with some tackling 25 miles and others 50 miles.

Macmillan Cancer Support was chosen after one member of the Solutions' team sadly lost a close friend to cancer last year.

We wish the team the very best of luck on the day!

To donate to the Solutions' charity ride, please call 0115 840 5075.

Welcome to the Solutions for Accounting newsletter

This issue is packed with news and advice about the software products that can be integrated into your business to build efficiencies and enable you to maximise productivity and growth.

As a result of our recent acquisition of BluebirdCRM, our latest newsletter has a customer relationship management focus. We look at what CRM is, the benefits of harnessing a 360-degree view of your customers and prospects, and reflect on our favourite things about leading CRM tool, Act! v17.1. In addition, we show how our eBay Integration Module can streamline processes involved in selling goods on auction sites. And we reveal how one of our clients is now better equipped for future growth after upgrading to Sage 200.

Solutions for Accounting is currently going through a very exciting period. As well as our staff numbers being boosted after our merger with BluebirdCRM, we have made a number of additional key appointments as our client list continues to grow.

We are also celebrating after hosting our biggest ever event: Solutions Showcase 2015. The day at the National Space Centre attracted our highest ever delegate numbers and was enjoyed by all.

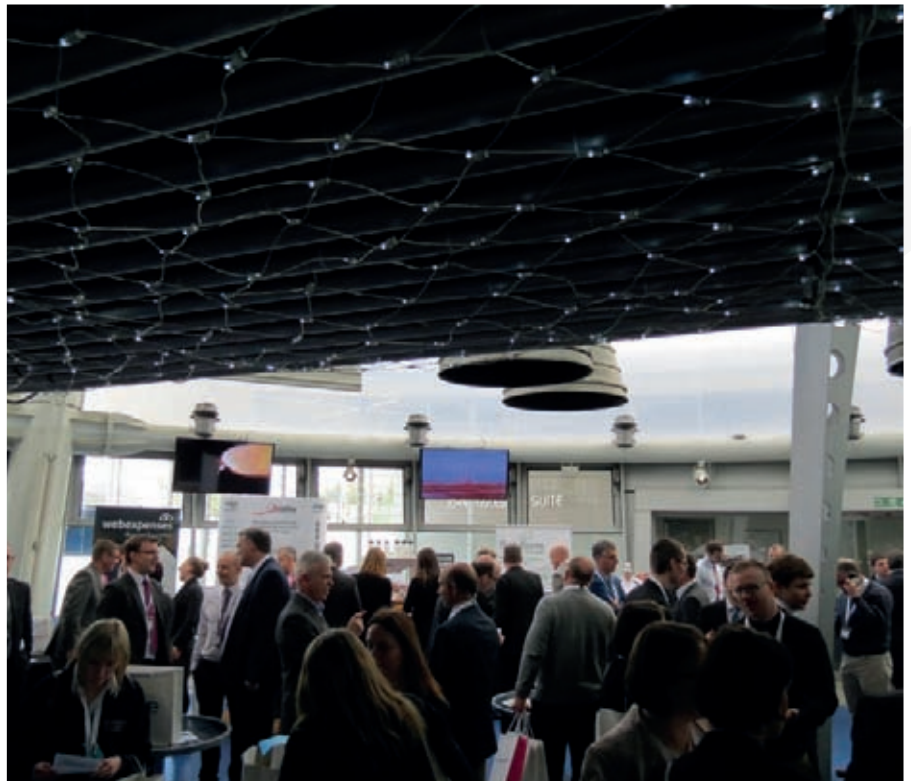
We hope you enjoy this newsletter and if you have any feedback, please contact me directly. I'd love to hear from you.

Sarah Newman

Marketing Coordinator
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Contents

Page 2	Solutions Showcase 2015
Page 3	BluebirdCRM
Page 4&5	CRM and Act! v17.1
Page 6	eBay Integration Module
Page 7	Around Noon case study



Solutions Showcase 2015 proves a rocketing success

We're celebrating after hosting our biggest event yet!

Almost 200 delegates and exhibitors attended this year's Solutions Showcase 2015, which took place at the National Space Centre on April 28. The day began in the UK's biggest planetarium, where attendees watched the visually spectacular BIG, a film by the space centre narrated by Sir Richard Attenborough, before gaining an insight into the latest and most innovative software products to build efficiencies and maximise productivity and growth, through a programme of seminars.

Sage Product Manager Kathryn Shankland presented the new Sage 200 2015 with demonstrations of the features and benefits of the new software described as Sage's strongest release since the product first debuted. There were also seminars on new business intelligence tools Act! CRM v17.1 and PanIntelligence, while Sage Consultant Vanessa Watson presented hints and tips to get the best out of Sage 50.

The day concluded with a special prize draw before delegates and exhibitors were given the opportunity to explore the National Space Centre museum.

Iain Barker, Managing Director of Solutions for Accounting, said: "Solutions Showcase 2015 was an unmitigated success and the feedback from the delegates and exhibitors - as well as our own staff - was very positive.

"We wanted to hold this year's Showcase in a venue that was a bit different and reflected the astronomic aspirations of the company; the National Space Centre in Leicester was the perfect choice.

"We are already thinking about the next Solutions Showcase and how we can build on the success of this year's event!"



Continued from cover ...

Solutions for Accounting acquires BluebirdCRM

The merger between Solutions for Accounting and BluebirdCRM was seen as a natural synergy due to the companies' shared business ethos of offering high quality services with excellent customer care.

Iain Barker, Managing Director at Solutions for Accounting, said: "I am delighted to welcome the BluebirdCRM team into the Solutions for Accounting family. As a Top 10 Sage Business Partner we maintain a keen focus on delivering business and financial management systems that help stimulate growth, and BluebirdCRM will play a key role in extending our capability.

"Every business can benefit from an effective CRM system and the team at BluebirdCRM will significantly enhance our capability to support clients in this regard. With BluebirdCRM sharing our philosophy of customer service

excellence it was a natural decision to bring our businesses together."

BluebirdCRM Managing Director, Will Ingleby, added: "For some time we've been seeking a partner that shares our aspirations for growth, and whose skills and experiences are complementary to our own. Solutions for Accounting was a natural choice with its pedigree in business systems and extensive project management, development and customer care capabilities."

BluebirdCRM staff will continue to operate from the company's base at Mercia Marina near Derby, extending the Solutions for Accounting nationwide network of regional offices.

Read how CRM can benefit your company on page 4-5. Or for further information on CRM contact one of the Solutions for Accounting team on 0115 840 5075.

Meet Peter



Peter Day joined the Solutions for Accounting team at the beginning of April as a Sage Consultant. He brings a strong accounts and CRM background, having worked at Sage for 10 years where he delivered consultancy and training on SageCRM, Sage 50, Payroll, and ACT, before moving into Business Partner Training.

What's your favourite thing about working at Solutions for Accounting?

The people in any service-based business are its greatest asset. Everyone at Solutions for Accounting is very friendly, helpful and customer focused.

Tell us about yourself ...

I am a 30-something, F1 fan who loves a challenge and is willing to try anything which is a little on the crazy side, such as sky-diving and bungee jumping. Top of my bucket list is cage diving with great white sharks. I am a big believer in life not being about the riches you amass but the experiences you amass which enrich your life.

What's your favourite film?

I am a big film fan and would list Goodfellas, Casino and The Wolf of Wall Street among my favourite movies of all time.

What was the last album you bought?

Paolo Nutini - Caustic Love.

What's your ideal job, other than the one you have?

If I didn't have bills to pay my dream job would be a Personal Trainer.

What's your biggest extravagance?

Apart from treating my wife and little girl, probably Apple products and audio visual equipment.

What is CRM and why does your company need it?



Looking to harness the data from your customers to secure sales? Then check out our guide to the complex world of customer relationship management.

While CRM (customer relationship management) may be a common term to the masses, there are those who do not fully grasp the concept and just how effective it can be in adding value to a business. In its most basic form, CRM provides an overview of all the interactions that a company has with its customers or clients.

Simply put, the employees of a company generate a great deal of information on a daily basis. Every time the telephone rings and someone speaks to a customer, each time there is an email exchange regarding a service request or on every occasion the sales team follow up on a potential lead or chase a prospect, something significant can potentially be learned.

But what happens to this invaluable intelligence? It can end up in diaries, notebooks, or saved in one of a plethora of documents on a computer. As a direct result, this information can become a challenge to unearth in a sea of scattered data or get consigned to oblivion as a past recollection in someone's mind.

Thankfully, there is a solution: CRM.

CRM provides invaluable actionable insights into customer needs and preferences (which are instantly available for employees), enabling businesses to better serve them – thus complying with the age-old notion that a satisfied customer means more future business.

CRM for your business

CRM software is not just for the high-tech companies, it is for every business, no matter the size or complexity. A CRM system gives you the control to instantly tap into all contact details, seamlessly interact with the business and social tools which you rely upon daily, and leverage integrated eMarketing services that take the guesswork out of when, where and how to engage with customers and prospects.

Benefits

- Selling more effectively depends on everything related to your contacts and calendar being in one organised place including emails, phone numbers, to-dos, meeting notes as well as documents for everyone you conduct business with. With CRM you're always informed and well-prepared for every customer interaction, both in the office and off-site via mobile devices. You can easily identify and add new leads while ensuring that they are categorised accurately.
- Seamless interaction with the business and social tools you rely on, such as Office, Outlook, Google, LinkedIn, Twitter and Facebook, all from within your CRM.
- Marketplace solutions extend the power and possibilities of what your CRM can do for your business. Integration with popular accounting solutions also provides visibility to payment status, open quotes, and sales orders for a 360-degree view of all customer information.
- Integrated eMarketing services enable you to easily segment your customers and prospects, then design, send and thereafter track targeted email campaigns that reach the precise customers with the relevant message. Intelligent call lists that are automatically generated can recommend hot leads to be followed up in order to generate sales.

With CRM, business enterprises can strategise how they will precisely coordinate, record and analyse those customer engagements in a central location that is accessible on a desktop, mobile devices and through robust reports and dashboards. For that reason, CRM is widely renowned as a solution for automating internal business processes, which increases the efficiency of day-to-day operations and helps to improve a business' profitability.

For more information on CRM, contact Solutions for Accounting on 0115 840 5075.

Act! v17.1 Update



In our last newsletter, we introduced you to the new enhanced, intelligent and integrated Act! v17.1 eMarketing experience, which allows you to stay better connected with your audience. Here, we reveal our favourite things about the new CRM system.

Act! v17.1 is Swiftpage's latest powerful update to the world's favourite Contact Management System.

The all new Act! v17.1 improves Smart Task workflows for better process control, enriches the Act! eMarketing tool and simplifies the User Interface. Database Managers will also love the new administrative functions. Our five favourite things about v17.1 are:

- Act! automatically schedules follow-up activities when prospects engage with marketing emails
- More flexible screen layouts make Act! more user-intuitive than ever
- Administrators can control entire system configuration via a web browser*
- Database Managers can centrally set preferences for all users
- Act! now supports Microsoft SQL 2014, taking advantage of the latest Microsoft database structure

*Act! Premium only.

For more information on Act! v17.1 call Solutions for Accounting on 0115 840 5075



Maximise your bids on eBay

One of our extensive range of add-on products is perfect for those using auction sites ...

Our Sage 200 eBay Integration Module is the ideal solution for Sage 200 users running an eBay shop. Our module is designed to meet the needs of retail and wholesale businesses wishing to streamline processes and automate some of the procedures involved with multi-channel selling, including processing orders. Our Sage 200 eBay Integration solution is compatible with Sage 200 (2011 versions and onwards) and has been configured using powerful Orbis Task Centre to provide two-way data feeds between Sage and your eBay shops.

Features

- Connects to eBay shop and downloads any orders where checkout is complete. The orders are written to a staging database, therefore keeping them separate to the actual live Sage 200 company data.
- A range of procedures are run against the staging database to manage elements like delivery charges

and then process those orders into Sage 200 as new orders.

- Once the order has been dispatched within Sage 200 the sale is marked as dispatched on eBay and feedback is uploaded (based on a list created in the staging table).
- The system will also download all of the listings from eBay and subsequently re-upload an adjusted listing quantity based on the sales that have been made. Before doing so it will check that there is sufficient stock in a specified warehouse within Sage 200.

Benefits

- Ease of administration
- Saves time on processing orders
- Improves accuracy of information
- Reduces duplication

Contact us

For more information about our Solutions Additions range or to arrange a demonstration, contact Kathy Warner, Partner Programme Coordinator, on kathyw@solutionsadditions.co.uk or 0115 840 5075



Case study: Around Noon

Upgrading from Sage 50 to Sage 200 came just in time for this rapidly growing Irish food producer.

Around Noon supplies sandwiches and snacks to convenience stores, hospitals, schools, airports, supermarkets and corporate events throughout Ireland. The family-run business recently celebrated its 25th anniversary and has 110 employees working at its production facility in County Down, Northern Ireland.

Around Noon had outgrown Sage 50 with more than 1 million transactions recorded and finance and operations placing more and more demands on the system. Having developed an online portal to take orders directly into Sage accounts, Solutions for Accounting was invited to tender and subsequently appointed to upgrade to Sage 200.

Andrea Chambers, Operations Manager at Around Noon, explains: "We were extremely pleased with the work Solutions for Accounting completed on the online ordering system. Their experience with Sage 200 and the approach they presented to us gave us the confidence that they could deliver this hugely important system."

Indeed, following a detailed schedule developed by Solutions for Accounting, the switchover to Sage 200 was completed with less than an hour of downtime. Since its implementation the business has won more high profile contracts which have increased sales by around 40%. The timely introduction of Sage 200 is helping to manage larger orders and production plans.

Andrea adds: "Sage 200 has completely changed the

way our business works and has enabled us to keep up with demand while having the capacity to grow further. It is utilised across the business, providing improved traceability and makes things easier in terms of financial administration and production management."

The uptake of Sage 200 has given the company more ideas for improving the way they do business. This includes ambitions to move to paper free in the short to medium term with the deployment of hand held technologies and live work schedules displayed across site.

Andrea comments: "While initially we did have some reservations about working with a company from further afield, we are extremely pleased with how the transition has gone. Solutions for Accounting spent time with us in Northern Ireland during the changeover, answering all of our questions and the support they have provided remotely in team view or over the telephone is second to none."

AT A GLANCE:

- Sage 200 9 user system
- Financials, Commercial and Bill of Materials modules
- 3rd Party Integration module
- Solutions for Accounting Sage 200 Support

To find out about other projects by Solutions for Accounting visit www.solutionsforaccounting.co.uk/casestudies

WE'RE ON YOUR TEAM

Solutions for Accounting provides integrated software to improve the way your business works. From sourcing and installing software to providing training and support, we are on your side.

Leading Sage Business Partner

- Consultancy
- Project Management
- Installation
- Customisation & Modification
- Report Writing
- Training
- Support



"In the four years we have been with Solutions, everything has indicated we made the right decision in moving our Sage support to you"

Roger Smith, Conveyor Units

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