



Microsoft E- Newsletter Content August 2009

Article One

Sage CTO Speaks: “Some of our products have fallen behind the technology curve”

Choosing a new ERP system is a big decision. I thought it was interesting to read what the new CTO of Sage had to say in this ChannelWeb article (link will be to <http://www.crn.com/software/217400557;jsessionid=DSOCKUU1XVXBMQSNLPCXH0CJUNN2JVN>) “Some of our products have fallen behind the technology curve and need increased R&D investment” admitted Sage CTO Motasim Najeeb. Najeeb became CTO in January and spent the first five months visiting Sage’s development centers. On the other side of the spectrum, Kirill Tatarinov, corporate vice president of Microsoft Business Solutions at Microsoft Corporation recently stated “Our commitment to deliver innovative functionality across multiple product lines is obvious: across the Microsoft Dynamics ERP and CRM solutions, we’ve delivered 12 major product releases in six years ... Choosing a Microsoft Dynamics solution is a smart and safe long-term decision, and together with our partners, we will deliver even greater value through this exciting family of products.”

There are major differences in Microsoft Dynamics products over Sage MAS products. So why make the switch now? Well, Microsoft has given you TWO huge financial advantages to go along with the accounting advantages.

Full offer details are available through Company Name. Please contact us at 888-555-1212, visit our website or email us at xxx.

Article Two

A Cheat Sheet For a Down Economy

Stop worrying about the economic mess and start doing something concrete about it. If you’re a CEO or member of a board committee, call in your top financial person and ask them these questions:

- **How Liquid Are We, Really?** Cash is king, or queen depending on the realm. As long as you have sufficient cash you can outlast most blows the environment delivers. But you need to be sure that the items listed as cash are really cash.
- **Do We Have Unrealized Losses?** If the answer to this question is yes, congratulations. At least you have an investment portfolio large enough to lose enough money to

influence your bottom line. **Continue to read full article. (What's the link to the full article?)**

Article Three

Will I Google It? Yahoo It? Or Bing It?

Microsoft's Bing search engine is now publically available, allowing you to decide whether Microsoft's latest efforts has the power to take on Google. July market share averaged Bing at 16.28%, Yahoo at 10.22% and Google at 71.99% (statcounter.com). If you are still trying to find out for yourself which search engine to use, there is a great website (www.google-vs-bing.com) that lets you type in your search and compares Google results to Bing results side by side. The feedback from Bing users is positive. **Here we list** ten features where Bing differs from Google.

Article Four

Major Announcement – Microsoft Dynamics Stimulus Package!

Nonprofits Get Boost From Microsoft Stimulus Offer

Microsoft Corp. announced the release of a stimulus package for select nonprofit organizations, associations and targeted trade groups. The nationwide stimulus package will present qualified not-for-profit (NFP) customers with two additional concurrent Business Ready Licensing (BRL) Full Access users at no additional license cost with the purchase of an ERP Foundation Pack license — a 66 percent discount on the suggested retail price of three software licenses. This offer is available from June 18, 2009, through Dec. 23, 2009, only in the United States. NFPs must show that they fall within Standard Industrial Classification (SIC) 83xx or 86xx to qualify for the offer. The offer is available to new Microsoft Dynamics GP, Microsoft Dynamics SL, Microsoft Dynamics NAV and Microsoft Dynamics AX customers. For more information contact us at 888-123-4567 or email us at X.

Article Five

Let's Get Personnel – Partners can submit one article to the newsletter!

1. Employee Spotlight
2. Case Study
3. Letter from President
4. Training Schedule
5. Their own podcast (www.gabcast.com)

If partner does not submit anything, there will be nothing in article 6 space.

Quick Link 1

More Productivity, Less Effort

Microsoft Dynamics GP and the Microsoft Office System: Extend the Reach of Your Business Management Solution to Increase Productivity, Insight, and Collaboration

This free white paper offers highlights of how Microsoft Dynamics GP and the Microsoft® Office system work together to help people optimize productivity, access and analyze information, and collaborate and connect securely across the entire organization—regardless of whether they're working in Microsoft Dynamics GP or other applications. **Click here to download this white paper.**

Quick Link 2

Fun Fact

(www.funfactz.com)

The first product that Sony came out with was the rice cooker.

Yahoo! was originally called 'Jerry's Guide to the World Wide Web'.

Quick Link 3

PodCast

What's the next big idea from Dell? Listen now to Michael Dell.

Link to (<http://www.skyradionet.com/player.cfm?ID=981>)

Quick Link 4

Tips and Tricks

Hide all windows, revealing only what's on the computer desktop, with one keystroke: Windows key + D in Windows, F11 on Macs (or on recent Macs it's the Command key and "+" or "-").

Evernote

Evernote allows you to easily **capture** information in any environment using whatever device or platform you find most convenient, and makes this information **accessible** and **searchable** at any time, from anywhere. Did we mention that it's **free**? (link to www.evernote.com)

Quick Link 5

What does Microsoft Dynamics GP look like?

See how Microsoft Dynamics can help your company reach its full potential. Select one of the Test Drives at the left of **this page to interact with a live version of Microsoft Dynamics GP.**

Link to: <https://dynamicsgptestdrive.com/default.aspx>

Quick Link 6

Business Resource Link

<http://www.microsoft.com/smallbusiness/startup-toolkit/>

Quick Link 7

Small Business Security Checklist

<http://www.microsoft.com/smallbusiness/support/checklist/default.aspx>