



Microsoft E- Newsletter Content June 2009

Introduction Letter

Dear X,

Is your current accounting software providing everything your company needs? Take a step back and think.

- During the day, do you get frustrated trying to extract information?
- Are employees using the accounting system or using Excel for tracking and reporting?
- Do you get on time financial reports that provide everything you need to know to make informed business decisions?
- Do you have multiple software solutions that are not integrated/
- Or maybe you want to learn more about your software but your IT manager can't seem to locate the developer or VAR who originally sold it to you.

A good accounting software solution can deliver dramatic benefits to businesses – increased productivity, reduced operating expenses, improved flow and happy employees.

An ERP solution can also empower companies to be more responsive to shifts in the economy and quickly change strategies to address needs as they emerge.

Contact me today so I can show you how Microsoft Dynamics GP can benefit your company (*will say their company name*).

Sincerely,

Name

Firm Name

Article 1

How great companies turn crisis into opportunity.

Fortune senior writer Jennifer Reingold had a great interview with Jim Collins (author of *Built to Last, Good to Great and How the Mighty Fall*) on how companies can turn crisis into opportunity. When turbulence approaches and it is out of your control, what gets companies through this and enables them to achieve greatness in the long run.

When Collins was asked what gets companies through these tough times he stated “you have to have moorings.” Strong companies had “an incredible fabric of values, of underlying ideals or principles that explained why it was important they existed.”

Collins also suggest that in times of crisis, it's the “caliber of their people that would get them through it. Almost across the board, people are worried. As a rock climber, the one thing you

learn is that those who panic, die on the mountain. You don't just sit on the mountain. You either go up or go down."

Businesses have to ask the question, "What can we do not just to survive but to turn this into a defining point in history."

To read this full article click here.

Link to article:

http://money.cnn.com/2009/01/15/news/companies/Jim_Collins_Crisis.fortune/index.htm

Article 2

Lower your cost of new software with the American Recovery & Reinvestment Act of 2009

Teaser Paragraph for newsletter

50% Bonus Depreciation!

Use the Bonus Depreciation from the American Recovery & Reinvestment Act of 2009 to lower your overall acquisition cost on technology you need in 2009.

What is it?

- The American Recovery & Reinvestment Act of 2009 (ARRA) was signed Feb 17, 2009
- Accelerated depreciation benefits extended through 2009
- Applies to Software and Hardware purchased in 2009!
- 50% bonus depreciation **plus** normal rate on remaining basis for 2009
- Unlike Section 179, bonus depreciation has no cap
- Any size company may benefit

Click here to see an example of Bonus Depreciation Allowance in action.

Link to article:

Two PowerPoint slides posted on partners website

Article 3

Cash is King in this economy Managing Cash and Profitability with Inventory Management

Teaser paragraph

In tough times, businesses are more likely to pay attention to the fundamentals. Watching cash flow, focusing on customer service, taking care of employees, improving business processes and managing inventory can all make your business stronger. We have all heard that "cash is king", and cash certainly helps a business weather bad storms. What is one of the quickest ways to get cash? Click here to find out how with better inventory management!

Link to article by Randy Johnson.

Article 4

Incorporating workflow automation into business-specific processes can help businesses maximize efficiency, practice proactive management and respond quickly to changing conditions. By placing a workflow process in a virtual environment, the time between processes can be reduced from days to minutes. [Click here](#) to learn more about Workflow and read five areas that Workflow and Sharepoint will do for your company.

Quick Link 1

Did You Know?

Deploy Microsoft Dynamics GP properly and get payback in less than one year.

[Click here](#) to read the key benefits of using Microsoft Dynamics according to Nucleus Research.

Quick Link 2

Fun Fact

Microsoft made \$16,005 in revenue its first year of operation.

Quick Link 3

There has never been a better time to buy!

[Click here](http://www.microsoftincentives.com) to see current incentives (link to www.microsoftincentives.com)

Quick Link 4

Tips and Tricks

Six tips from a Microsoft Excel Pro

Even if you're a spreadsheet magician, Microsoft Office Excel expert Bob Umlas has some tricks up his sleeve, that you may find useful. Learn six time savings tricks by [**clicking here**](#).

Link to: <http://office.microsoft.com/en-us/help/HA102824441033.aspx>

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