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MONTHLY NEWSLETTER FOR CUSTOMERS

Heading to the Future

First of all, on behalf of Technosoft team, I wish you a Happy New Year 2010. We hope you had a great and safe new year celebration and holiday in 2010.

After the challenging year in 2009, many ask what can we expect for business this year? Unfortunately, we don't have a crystal ball to accurately predict the future. However according to many business analysts, the business outlook looks pretty bright. Recent economic indicators gave signs of improvements and the global economy is on the road to recovery.

Companies that continue to

innovate and reinvent ways to serve and satisfy their customers not only managed to do better than others in 2009 but will see great results and returns in the coming years where economy will boom. Improved business processes, more accurate and faster transaction processing allows these companies to become more agile organization.

Your business may have evolved during these past one years to maneuver the economic slowdowns. The processes and policies designed at the time of the implementation of your Microsoft Dynamics systems may need to be

revisited and possible reengineered to be in line with the new business. I suggest that you setup an internal task force to review the existing policies, procedures and reporting needs in the current Microsoft Dynamics system and make necessary improvements in the procedures, documentation/user manuals and reports to fit with the new processes and business requirements. Do not hesitate to contact our support or consulting team in case you have any questions or need assistance.

Fredy Tandary
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Secrets of Advanced Windowing Extensions: Making Sure Your SQL Server Has "Air to Breathe"

I'd like to put a spotlight on several SQL matters—things I consider important, not too detailed but technical enough.

SQL and Memory Madness
"Memory" - or physical RAM - of a computer is something we consider naturally like the air we breathe - it's there, we take it. But just like our air is only breathable with the optimal

mixture of Nitrogen, Oxygen & Co. also "Memory" is only usable if configured correctly.

At first it is necessary to understand the technical limitations of computers: a **32bit** system could allocate 2^{32} Bytes, that's **4 Giga Bytes** - no more, no less. Out-of-the-box a MS Windows Operating System "splits" this RAM 50:50 - half

of the Memory is assigned to the OS, the other half is granted to application.

Hence, any application can only use 2 GB of RAM at maximum - and of course, this also applies to the SQL Server! It is possible to change this standard assignment by enabling the **/3GB** (usually plus **/PAE**) switch in the system's **boot.ini** (or "Boot

“How is it possible to run 32bit machine with 8GB and more...”

Data Configuration" in Win2k8) file; once enabled the OS will only use 1 GB and grants 3 GB (maximum) to applications.

So how is it possible to run 32bit machines with 8 GB and more? The trick is done via the SQL Server feature "**AWE**": *Advanced Windowing Extensions*. This is a technology which - simplified - locks memory pages in the lower address space to map memory of the higher address space--it opens some kind of "Memory Windows".

To use AWE it is necessary to grant the SQL Server Service account the right "**Lock Pages in Memory**" (Local Group Policies). Then AWE could be enabled in "*SQL Server Management Studio*" (SSMS) or via procedure `sp_configure`.

Keep in mind that using AWE, it is necessary to define a "**Maximum Server Memory**" (SSMS or `sp_configure`); best practice would be to calculate "Max. Server Memory" = physical RAM - 1 (or 2) GB

So, when using more than 16

GB RAM with AWE, it is necessary to remove the `/3GB` switch, as the OS will need more lower address space to allocate more higher RAM.

So far so good. But, all this AWE memory space can *only* be used as **data-cache**. All the memory requirements for **procedure-cache** and **internal administration** (e.g. Locks!) of the SQL Server are always using the lower - *directly* addressable - memory space; limited to 2 or 3 GB.

Hence, heavy transaction volume could result in "running out" of lower memory space, which will degrade overall performance—thus, 32bit systems have a "natural limit" in processing huge workload.

And here comes the 64bit technology: now it is possible to *directly* address 2^{64} Bytes - that's **18 Exa Bytes** (or 18.000.000 Giga Bytes). No more `/3GB` or *AWE* tweaking - all the RAM is available for everything (*data-cache, procedure-cache, etc.*).

64bit rocks!

After all, it has to be men-

tioned that, besides these technical issues it is crucial to have an eye on the used version/edition of the OS and the SQL Server, as there are **software limitations**, too. For example, a "*SQL Server 2000 32bit Standard Edition*" cannot use more than 2 GB RAM or a "*Windows Server 2003 32bit Standard Edition*" is limited to 4 GB. Check out the related Microsoft websites about further details.

Last but not least: How can we find out if the "*Memory*" is configured OK? The easiest way is to check with "**Windows Performance Monitor**" (`perfmon.exe`). The counter "*SQL Server: Memory Manager - Target Server Memory (KB)*" shows the maximum limit of usable "*Memory*"; "*Total Server Memory (KB)*" displays the actual usage.

Once all this has been sized & configured optimally, our SQL Server will have enough "*air to breathe*", performing well.

Jörg A. Stryk, Consultant

"You can do the work of two people, but you can't be two people. Instead, you have to inspire the next guy down the line and get him to inspire his people. ."

Lido Anthony "Lee" Lacocca quote (Businessman, 15 October 1924 – Present)

Independent Research on Microsoft Dynamics SL

[Nucleus Research](#)* evaluated Microsoft Dynamics SL in a 2009 report and gave it great grades and a stellar ROI score.

Here are some highlights of its analysis of SL software customers using it for project manage-

ment, project or cost accounting, job costing, financial management, collaboration, business intelligence, and reporting.

- Deployed properly, Dynamics SL can deliver payback in

fewer than six months.

- Customer: "Our staff is more productive because they can focus on what needs to get done. In accounting, we've reduced our workload by 20 to 30 percent."

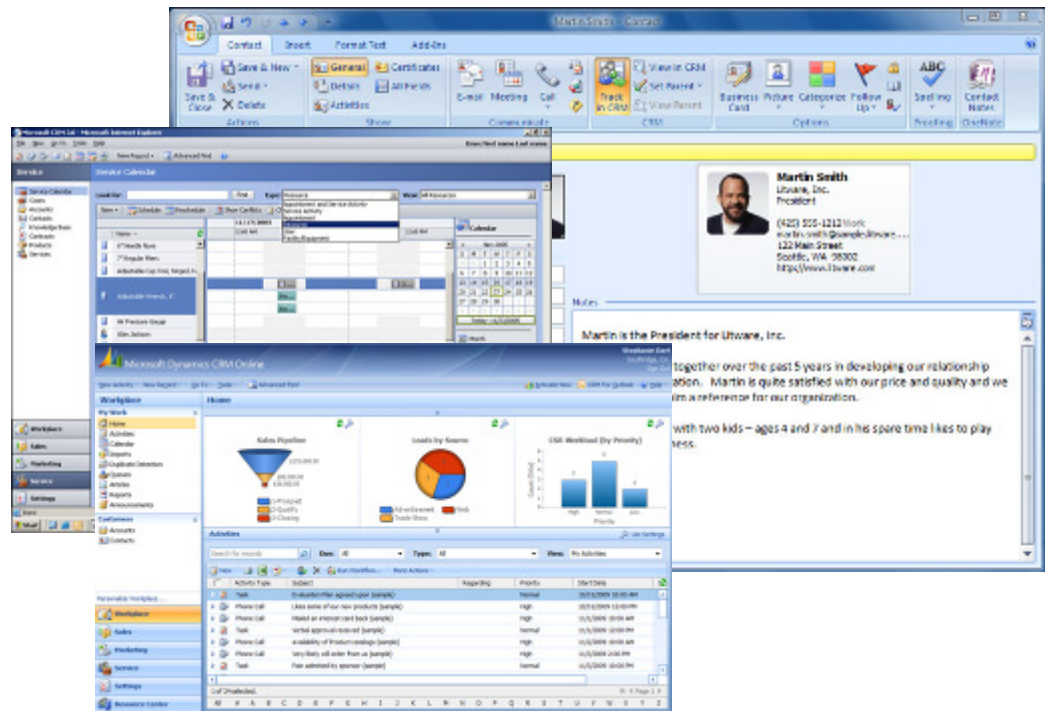
- Customer: “Our biggest benefit is how much we were able to automate. We would have had to add at least two fulltime people to do what we do now.” [Timecards]
- One company was able to increase its cash flow by \$100,000 a year, simply by having better visibility and control over its outstanding invoices.
- Visibility across project plans and budgets and better forecasting enables managers to more effectively plan and budget for projects.
- One company was able to increase its utilization rates by an average of 6 percent.
- Central storage of all project data and visibility into that data enables decision makers to easily monitor project status and make adjustments before project costs escalate.

Download [Nuclear Research Guidebook](#) on Dynamics SL for more information.

10 Reasons Why Sales People Should Love CRM

I am always amazed when I start a new project and the customer tells me that their CRM project is failing because their sales people don't want to use it. Well, I have been using sales software for nearly 20 years and can't understand how anyone can function in a sales role without it. So I have taken upon myself to start a list of reasons why sales people should love CRM.

1. CRM makes me a better time manager by organizing my follow up calls and tasks. Example, If I put an event – such as a follow up call in CRM – it not only notifies me to complete the task but CRM also records a history of the completed task.
2. CRM workflows allow you to improve your sales process by automating steps within. Example when entering a new lead in your CRM database your workflows can auto assign the lead to sales person responsible for the territory into which the new lead belongs to, inform to the sales person by e-mail and auto generate a



3. If you have client history documented in your CRM system, then someone taking over your account while you're away isn't starting cold. They know what's been agreed to, or the typical client buying patterns. They can more effectively deal in your absence. In turn, if they've been able to manage your client, when you return, you can see what's been transacted in your absence, again registered in your CRM history.
4. A good CRM stores untold amounts of information that allows you to prioritize your dealings. By looking at dollar values, key transaction dates, potential closings and other related notations made in your CRM, you can weigh the merits of which project to tackle first.

“You need a one-on-one relationship with your customer...”

5. A good CRM system will allow you to adjust your CRM workspace to a dashboard that fits how you most comfortably work on your desktop. You can highlight places you most often go in your system. You can give prominence to things you're more likely to forget. You can build a desktop that serves the way you think.
6. You need a one-on-one relationship with your customer. For you, you supply widgets to 150 customers. Thank goodness for your CRM notations about the customer you can keep the record right away. You can revisit your last conversation, your notes about that customer, trends, transactions... any number of categories of information that means, when you touch base with a customer again, you're simply continuing your previous conversation. That is true relationship management.
7. A well-rounded CRM software has many, many elements to the program. And while one person may respond to a commission report, another person may respond to management being aware of a lackluster performance. Everyone is motivated in a different way. So, in any office, in any sales process, multiple carrots and multiple sticks are essential. A CRM program can help provide those tools.
8. Accessing CRM information via cell phone gives us great information on the spot, when it's needed most. There's nothing worse than your time being double booked or changes to launch dates, deliveries, etc. that you are not aware of. That's why it's handy to have your up-to-date calendar at your ready too!
9. "When training in CRM why not make it easy by asking the group being trained to break into syndicates to brainstorm all the ways in which CRM can help them as individuals and their business." Get them to feed back the points they generate, then prioritize them in terms of impact they have and then publish it back out to them after the session. This way you will get buy in from the sales force and a training session becomes interactive- and you will generate more ideas to add.
10. CRM records offer a great solution, says Judy Van Der Linden. By keeping complete up-to-date details on various campaigns within your CRM program, then the answer is always available. Hey, you may have multiple campaigns going on at once. But if they're all recorded and sorted, it's easy not to mix up the cost or components of various customer opportunities.

*Rick McCutcheon
Full Contact Selling*

Microsoft Says New Exchange Server 2010 Will Provide Compatibility, "New Efficiency"

Microsoft has announced the availability of Microsoft Exchange Server 2010.

The company made the announcement at TechEd 2009 currently being held in Berlin, saying that the new Exchange Server, in combination with Windows 7 and Windows Server 2008 R2, will provide a "new efficiency" to all Dynamics ERP and CRM products.

Among the new efficiencies Microsoft promises are "server consolidation, easier quicker access to information, and the ability to interact with information in new ways with Windows Touch." (Windows Touch includes games and special applications like 3-D presentation of graphics, that comes with Windows 7.)

"By running Microsoft Dynam-

ics ERP and CRM applications on the latest Microsoft IT infrastructure, our customers can move closer to the goal of being a dynamic business, with productive people, adaptive processes and a connected ecosystem," Microsoft said in its statement.

The announcement about Microsoft Exchange Server 2010 noted that all of the Microsoft

Dynamics ERP and CRM products are currently certified to run on Windows 7 and Windows Server 2008 R2 and are fully compatible with Hyper-V or other products that are part of the Microsoft Server Virtualization Validation Program.

The Server Virtualization Validation Program (SVVP) is open to any vendor that delivers a machine virtualization solution

that hosts Windows Server 2008 R2, Windows Server 2008, Windows 2000 Server Service Pack 4 (SP4) and Windows Server 2003 Service Pack 2 (SP2) and subsequent service packs. The virtualization solution can either be hypervisor-based or a hosted solution. The program enables vendors to validate various configurations so that Microsoft customers can receive technical support

for Windows Server in virtualized environments.

Among the vendors involved are Cisco Systems, Citrix Systems, Novell, Oracle, Red Hat, Riverbed Technology, Sun Microsystems, Unisys Corp., Virtual Iron Software, and VMware.

News Updates for Microsoft Dynamics AX 2009

Documentation Resources for MS Dynamics AX 2009

The Dynamics AX Content Publishing team has published a compilation of documentation resources for Microsoft Dynamics AX 2009. This document covers all the product documentation including in-product and online (with links) documentation for users, system administrators, and developers. The document is called Documentation resources for Microsoft Dynamics AX 2009 and is available from:

<http://www.microsoft.com/downloads/details.aspx?FamilyID=f4471844-dc4b-4e19-b2c9-c19442ab2991&displaylang=en>

Demand Planner for MS Dynamics AX Discontinuation Notification

The Demand Planner module available for Microsoft Dynamics AX, Microsoft Dynamics GP and Microsoft Dynamics NAV will no longer be offered by Microsoft and all associated SKUs will be removed from

the respective Microsoft Dynamics price lists effective April 1, 2010.

For more information please review the Demand Planner Discontinuation Frequently Asked Questions document that is available at:

https://mbs.microsoft.com/downloads/customer/news/generalnews/DemandPlannerDiscontinuationFAQs_final.doc

Don't Change The World

Once upon a time, there was a king who ruled a prosperous country.

One day, he went for a trip to some distant areas of his country. When he was back to his palace, he complained that his feet were very painful, because it was the first time that he went for such a long trip, and the road that he went through was very rough and stony.

He then ordered his people to cover every road of the entire country with leather. Definitely, this would need thousands of cows' skin, and would cost a huge amount of money.

Then one of his wise servant dared himself to tell the king, *"Why do you have to spend that unnecessary amount of money? Why don't you just cut a little piece of leather to cover your*

feet?"

The king was surprised, but he later agreed to his suggestion, to make a "shoe" for himself.

There is actually a valuable lesson of life in this story : to make this world a happy place to live, you better change yourself - your heart; and not the world.



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Your Partner in Providing Strategic Capabilities

Founded in Jakarta 1996, PT Graha TechnoSoft Informatika (TechnoSoft Consulting) is the leading Business Solution provider for SME (Small Medium Enterprise). Our solutions extend from the back to the front office and include the leading Microsoft-based Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM).

We have assisted over 100 customers in more than 20 industries and 10+ countries, by designing, implementing, managing and supporting technology solutions that power and empower your business.

Our commitment has always been to establish long term partnership with customers, to assist in increasing their efficiency and profitability. Only Technosoft arms you with comprehensive IT solutions and services and critical business applications that will accelerate your strategies.

In order to add value for customers satisfaction, we are open for any advice or article request according to our customer needs. Your request can be sent to our fax or email directly.



Mind Bender : Futoshiki

On welcoming the year 2010, we introduce to you Futoshiki for the new Mind Bender which is a grid of squares, some of which contain numbers, less-than (<) and greater-than (>) signs. You need to solve the puzzle by placing the number such that each row and column contains each number (1 to 4) only once.

Example :

2	3	4	1
3	1	<	2
1	4	3	2
4	2	1	3

	<		<
	3		
		>	
			2

- Submit the answer, your name and company to Technosoft fax at +62-21-563-2078 or email to insider@technosoft.com.sg
- Answer will need to be submitted by January 20th, 2010
- All correct entries will be included in a lucky draw for 8GB USB drive. Lucky winners will be announced on the following month of Technosoft Insider edition
- Only Technosoft Customers will be count on the participation.