



Technosoft Insider

Heading to the Future

Implementing ERP system is no doubt brought many benefits to your organizations such as improved efficiency, increase accuracy, streamline business process, ensure compliance across all business units, etc. To be a more agile and responsive business, you will need to be able to generate meaningful reports and analyze the information within the ERP system as business insights, allowing you to monitor trends, catch potential abnormalities in the business, make informed business decisions and become performance-focused organization.

There are many powerful reporting and business intelligence tools available out in the market, including the award-winning Zap Business Intelligence solution. ZAP BI is a web-based BI solution with capabilities such as reports, analysis, dashboards, key performance indicators (KPIs), scorecards, business templates, and predictive models. Technosoft selects ZAP BI to be included in our solution offering specifically because it provides connectivity wizards to Microsoft Dynamics business solutions. The wizards allow users to automatically generate

multi-dimensional data warehouses from Dynamics ERP and CRM databases, including custom information. With the wizards capabilities, ZAP BI can be easily and rapidly deployed in an organization using Dynamics ERP and CRM solution compared to other BI tools. To learn more about ZAP BI, you can visit our website at www.technosoft.co.id/products/product_ZAP.htm or contact us.

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What "The Buffer Zone" Tells Us About Why Mid-Market Companies Need BI More Than Enterprises

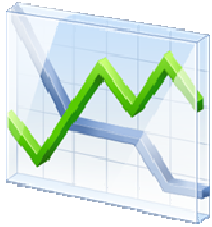
Business intelligence, or BI, has the reputation of being largely the domain of enterprises. For many years, it was only the industry giants that had the money and resources to support the IT infrastructure needed to deploy and maintain BI. After all, it was these companies that had massive volumes of data, and therefore the most to gain from transforming it into actionable insights.

Right? While this is a widely held view, and many mid-sized organizations have been slow to jump on board the BI bandwagon, the truth is they have more reasons to adopt BI than many enterprises.

What is different is the buffer zone. Enterprises usually spread their business across many different markets, product lines, and geographies. If

analytics show a product line is not performing, there are many options available - focus on another product line, analyze performance by geography, adjust project initiatives, and reshuffle funds.

Mid-sized businesses don't have this discretionary power. Many are focused on a single geography, or a single product line. If analytics show a product is not



performing, the leadership must change course quickly and decisively based on available data. There is much less room to move to cut costs, and the results can be more critical, dramatic, and long-term.

Likewise, there is often a fundamental difference in ownership between enterprise and mid-sized businesses, with enterprises usually having more complex arrangements for boards, shareholders, and regulatory reporting. However, no matter how big an organization, management information is the same. Timely and accurate data is required across the organization to make sound decisions.

As recent economic woes prove, mid-market companies can be more fragile than their enterprise counterparts. Funds in smaller businesses are defined around the owner, not a publicly listed large company which can act as a buffer in such times. Bigger enterprises are

therefore more resilient to economic change.

The economic crisis proved that agility can be a powerful competitive advantage - agility to spot trends and problems early, and to proactively manage the business to adapt easily to change. Many businesses learnt the hard way, when things that hadn't changed in years, suddenly did. In particular, many CFOs were in the frontline. This position is now a key strategic role with significant decision-making authority, but without insights and the ability to easily interpret and communicate changing performance, it can't meet its growing responsibility. This becomes particularly frustrating in a time of intense pressure and change, the likes of which we are still experiencing.

It's not technology that is standing in the way, either. While once there were good reasons why enterprises were the only ones touching BI, innovative

vendors have removed the traditional barriers that made BI too complex and expensive for the mid-market. Analytics have gone from an expensive luxury to an affordable necessity for these organizations.

Our expectations of what data can do for us have increased exponentially in the last few years. In our private lives, if we want to know something, the internet gives us an instant answer. There is openness and transparency like never before. Yet in our working lives, the same rules don't usually apply. If we want to know something, often it's not at our fingertips, and we have no easy way of getting the answer. We should demand more of our transactional data, and also of ourselves in our capacity to operate strategically and effectively.

Garth D. Laird
President ZAP Business Intelligence

"If you don't already have a valuable, efficient, and consistent customer retention program in place, you're leaving customers (and money) on the table"

What Has Your Customer Retention Program Done for You Lately?

Finally the customer relationship side of auto industry is getting the attention it deserves. It took a recession to make it happen, but there's great learning that comes from it: the importance of strong customer retention.

If you don't already have a valuable, efficient, and consistent customer retention program in place, you're leaving customers (and money) on the table. Not

to mention, your manufacturer is leaving parts sales and future customers on the table as well.

We've seen it all before... dealers think they'll save money, so they bring their retention efforts in-house with an ad hoc mail, call, or email program. Dealers cut expenses by simply blasting customers occasionally with generic email offerings, leaving any thought of data analytics and targeting

(and its economic benefits) behind. Remember, your CRM program has to be smart, targeted, measurable, and relevant. Your customers are savvy and their needs are changing, they want to be talked to individually, not en-masse. To keep them you must treat them right, respect their needs and desires, but that's another article.

For now, let's talk about the seven questions you should ask

yourself about your current program. If it doesn't include these components, rethink it.

1. Are you relevant? Even the best communication is useless if it's delivered to the wrong customer at the wrong time, or with the wrong content. How strong are your CRM's data analytics?

2. Do you use your given powers? The highest performing customer communications are those that leverage the power of a strong brand. Are you using your brand equity? Are you tying in with national and regional promotions? If you're fortunate enough have it, tie your dealer communications in with your manufacturer's communications.

3. Does your CRM provider have a proven track record? If you're considering a new CRM company, what is their scorecard, how many

dealers are currently on their program, how is it working? Check references, you'll be thankful later.

4. Is there field representation? What kind of ongoing service assistance does your CRM program provide? Will you get monthly consultative visits, someone to tell you what's working, what's not—what to fine tune? Someone to walk you through your results, or help you understand your regional market?

5. Are you using what you're paying for? Know exactly what you're paying for. Are you paying a bundled monthly price, yet you never use some components? Why pay a per user fee in months when your activity drops?

6. Is the proof in the pudding? Look for results; get response reporting; let the program prove it's working.

Question the way your ROI and response rates are calculated, a good CRM program will be able to verify its value.

7. Are you tied up in a contract? Watch for long-term contracts, have an out, don't get stuck in a program that makes it difficult for you to cancel. If a program works, it should stand on its own effectiveness, or you don't need it.

Once you're satisfied that you've addressed these seven questions regarding your current CRM program, you've got a good start to a comprehensive customer retention program. It's an important effort, one that is sure to pay solid dividends over next few years while we wait for sales to take the spotlight again.

*Stan Megerdichian
Founder of Peak Performance*

"The successful person makes a habit of doing what the failing person doesn't like to do."

Thomas A. Edison quote (American inventor/scientist, Feb 11th 1847 – Oct 18th 2931)

The Future of Microsoft Dynamics AX Promises Improvements Against Flat IT Investment

In the face of stagnant IT budget through 2012, Kees Hertogh, Product Manager for Microsoft Dynamics AX laid out a vision of incremental enhancements, smoother upgrade capabilities, and expanded vertical solutions that encourage customers to "build a program for success" at the Dynamics General Session at Convergence 2010. The topics

included AX for retail demo, a look at AX "6" planned features, and the Dynamics AX vision for "2-tier" deployments.

Dynamics Corporate Vice President Hal Howard addressed Microsoft's recent vertical solution acquisitions. "We'll be up-leveling the solu-

tion in manufacturing in concert with a partner," Howard told the audience. "Retail solution was an acquisition we brought in that really enhanced our delivery to market. And there was also a professional services solution. But in general what we're really doing is taking our game to the next level - level of functionality and bringing it in



house... and really delivering an industry solution. There will still be lots of vertical solution partners. We have the richest ISV ecosystem out there, but we actually think we're providing an even richer platform for those ISVs to build on by taking bets on particular retail solutions, manufacturing, and professional services solutions."

Howard also described how Dynamics R&D teams are also taking a hard look at "2-tier" ERP deployment that multi-site manufacturers like Dell have adopted. Focus will fall largely on automation of end-to-end processes in the operational 'spokes' of the large enterprise where improved efficiency can have the greatest impact on the bottom line.

Dell IT strategist John Biegel explained that the aim was to achieve a lean transformation of their manufacturing systems to get lower total cost of ownership by shutting down twenty year old legacy apps and adding flexibility to automated processes, especially for plants in developing markets where cheap labor allowed for more manual lean processes.

Dell's AX implementation went to "the Michael level", as Biegel put it, and brought together IT

and business owner needs. The end result - they identified 120 key processes which they then implemented in 12 "true value-add" modifications while leaving a lot more of AX standard than anticipated.

In a demonstration of AX "6" capabilities, Kees and Howard ran through a shop floor scenario using a touch screen UI tuned to the shop worker - key for many shop workers dealing with gloves and dirty or dusty environments. Based on user experience testing, the ribbon interface was moved to the bottom of the screen to prevent a typical problem of reaching over other parts of the interface. The worker selected from a list of machine jobs to work on, and for the selected job, the UI launched a 3D visualization of the part to be machined, featuring PTC's ProductView 3D viewing software. Such integrations are an example of the kinds of specialized industry knowledge that Microsoft will continue to gain from software partners.

Michael Griffiths, AX Retail Product Manager, demonstrate end-to-end retail solution, (to be launched on August 2010).

"We are addressing merchandising, and supply chain in a

unique way," using terms like "customer centricity" Griffiths try to describe retail focus. Among the notable capabilities, AX 2009 customers will be able to add the features immediately upon its release even without some key features like the POS application, merchandising, and store management.

They demonstrated the .NET POS application specific to AX and tightly integrated. Much like role-tailored interfaces in other Dynamics clients, different users and roles will see different views of the POS tool based no security, ergonomics, speed, and customer service.

From standard AX client, Griffiths then demonstrated Retail Scheduler module, which allowed a manager at main office to make pricing changes on the back end with immediate updates to tax calculations and the ability to push those changes to retail locations at any time. POS layout or feature changes could also be pushed from the home office to retail locations at any time with immediate updates to the retail POS experience.

"Around here, however, we don't look backwards for very long. We keep moving forward, opening up new doors and doing new things, because we're curious...and curiosity keeps leading us down new paths." - Walt Disney Company

A Sense of a Goose



Next Autumn, when you see geese heading south, flying in a "V" formation, you might consider what science has discovered as to why they fly that way. As each bird flaps its wings, it creates an uplift for the bird immediately following. "V" formation, allows the whole flock adds at least 71% greater flying range than if each bird flew on its own.

People who share common direction and sense of community can get where they are going more quickly and easily, because they are traveling on the thrust of one another.

When a goose falls out of formation, it suddenly feels the drag and resistance of trying to

go it alone and quickly gets back into formation to take advantage of the lifting power of the bird in front.

If we have the sense of a goose, we will stay in formation with those people who are heading the same way we are.

If the head goose gets tired, it rotates back in the wing and another goose flies point.

It is sensible to take turns doing demanding jobs, whether with people or with geese flying south.

Geese honk from behind to encourage those up front to keep up their speed.

What message do we give when we honk from behind?

Finally and this is important, when a goose gets sick or is wounded by gunshot, and falls out of the formation, two other geese fall out with that goose and follow it down to lend help and protection. They stay with the fallen goose until it is able to fly or until it dies; and only then do they launch out on their own, or with another formation to catch up with their own group.

If we have the sense of a goose, we will stand by each other like that.

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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

Here comes our enhanced Futoshiki quiz for the 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 5) only once.

June 2010 Quiz Answer :

| | | | | |
|---|---|---|---|---|
| 3 | 4 | 2 | 5 | 1 |
| 5 | 2 | 3 | 1 | 4 |
| 2 | 1 | < | 4 | 3 |
| 4 | 5 | 1 | 2 | 3 |
| 1 | < | 3 | 5 | 4 |

| | | | | | |
|---|---|---|--|---|---|
| 4 | | | | < | |
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| | < | | | | |
| | < | | | | |
| | | | | | 1 |
| | | > | | | 3 |

- 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 July 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.