

Technosoft Insider

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MONTHLY NEWSLETTER FOR CUSTOMERS

Heading to the Future

Special on this issue:

In August and September, we sent customer satisfaction questionnaires email to you and your team members. Since then, we received a lot of invaluable feedback. Your input gave us great insights about our current service and product qualities and areas we should improve. I would like to thank you for those who have participated and we do look forward to continue innovate and work harder serving you better for longer periods.

The winner of the customer satisfaction questionnaires lucky draw is Pak Arman Chua from PT Arta Batrindo. Congratulations to Pak Arman for

winning a 320GB external hard drive.

Recently, Indonesia has been struck by a series of earthquakes. The two big ones, the September 2nd 7.3 Richter earthquake in the south of Tasikmalaya and the September 30th 7.6 earthquake in the west of Padang took hundreds of lives, injured thousands and destroyed homes and infrastructures. Our deepest condolences and prayers go to those who lost their family members and homes.

As Indonesia sits on top of tectonic plates and volcanoes, those of us who lives in the

country must realize that earthquake is a reality and it can happen at any time. It is important that we must be prepared when the next one strike near us. There are many emergency preparation tips that you can read or download from the internet. I strongly suggest you to go through this information and prepare for emergency plan at home and workplace to improve chances of survival when disaster strikes.

Fredy Tandiarly

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A Sneak Preview of Microsoft Dynamics CRM 5.0: More Social Networking, Charts, Customer Service Capabilities

MS Dynamics CRM 5.0 will emphasize social networking, a new Windows-like interface, new capabilities for charts and drilling down, and improved customer service capabilities.

That was the word from a preview presented at **CRM User Group** Summit by Reuben Krippner, product manager for MS Dynamics, who told the excited audience he would only

provide information on the web client. From there, he dove into social networking.

"One of the powerful features of social networks is that people feel uninhibited in their commentary," he said, adding that CRM 5.0 will give users the ability to link updates to Twitter, therefore publicizing company news and opening up opportunities for customer feedback.

From a structural standpoint, Krippner explained the new version will look like Windows, providing users with an interface they are comfortable with. He also said it will have "lots of charts" and the ability to drill into detailed data.

"You will be able to find your own charts and use them in the dashboard," he said. "Therefore, you will have a role-tailed view in

“Mobility will be in every single CRM installation moving forward”

terms of how you want to see things in the system.”

According to Krippner, 5.0 will allow users to customize applications and *“add new attributes on the fly, like changing the drop down menu. It will be as easy as adding and removing Windows features. There are lots of efficiency gains there.”*

Christian Pedersen, senior director for MS Dynamics CRM, emphasized the improved functionality 5.0 will provide, including *“the ability to much better handle multiple tasks at the same time. This means business tasks, work tasks. In CRM 5.0, we will have these tasks running at the same time next to each other and that is really exciting.”*

“We are also making big investments in sales forecasting,” Krippner added. *“We are taking elements of sales forecaster and putting it into the product. We are putting a lot of investment into those areas.”*

In terms of customer service, there will also be improvements, he said.

“We are improving case management capabilities and the knowledge-based functionality. There will be much richer information in there,” Krippner said, then expanded on additional improvements.

“The user interface scripting, or UI scripting, will enable you to set up structured dialogue through the system,” he said. *“It will have scripts that step users to do specific tasks in the system. That will be an alternative UI with the way users work though the system. They can then go and create cases, sales opportunities. There is a lot of great functionality that will be placed on top of structural pieces.”*

While CRM 5.0 isn't slated for release until fall 2010, Pedersen pointed out some updates to 4.0 that will be available next month.

“Mobility will be in every single CRM installation moving forward,” he said. *“It will work with all the things (devices) that can support HTML-based.”*

He also said an *“Outlook client update will be coming out”* and that the *“first beta of CRM 5.0 will be ready before the end of the year, but it will not be broadly available.”*

Speaking on a high level, Pedersen assured audience members that the days of continuous new releases are numbered.

“The direction of software is to move away from releases every two years, but to have updates,” he said. *“We don't want to mandate you apply these updates. That is a journey we are on.”*

Katie Morell

Seven Fundamentals of IT Project Success



Many folks think large projects usually fail for technical reasons — software that doesn't work as advertised, bugs, and so on. In reality, that's not the case.

In my experience, the most serious project issues come down to misplaced expectations among participants. Fundamentally, problems in human communication lie at the root of most failures.

These expectation and communication mismatches are difficult to detect systematically,

because they aren't quantitative or technical in nature. Failures persist despite fancy project management methodologies, precisely because traditional approaches do not isolate and address hidden problems.

These seven points of project success touch on conflicting agendas, multiple perspectives, and a broad range of business-oriented conditions that drive projects to succeed or fail:

1. Business case
2. Stakeholder and user engagement
3. Executive sponsorship

4. Third-party relationships
5. Project management
6. Change management
7. Resource availability

The Project Failures Analysis

It's tempting to dismiss these points as obvious or to believe your projects have few problems in these areas. However, successful project managers dig deeper than that. For example, how do you really know that sufficient executive sponsorship is present? If you only asked one or two stakeholders, then your opinion may well be

incorrect.

To gauge sponsorship accurately, you must gather perceptions across the project. After all, someone reporting directly to the CIO may have quite a different view than one working 1000 miles away who has never even met the sponsor.

Please do not ignore these seven fundamentals, thinking they are too "simple" or do not apply to your work. They really are that important.

Michael Krigsman

News Analysis: Microsoft Dynamics AX Acquires IP for Four Industry Solutions



MS Dynamics Demonstrates Continued Industry Solution Investment.

Today's **announcement** focuses on the MS Dynamics AX product line. Key facts include:

- **IP acquisition only.** Microsoft acquires the intellectual property (IP) for four industry solutions. These solutions build on the MS Dynamics AX platform. Microsoft has not acquired the companies or personnel. Fullscope, Inc.; Computer Generated Solutions, Inc.; LS Retail, and To-Increase (Columbus IT) remain fully independent and partners within the MS Dynamics ecosystem.

POV: Unlike other mergers and acquisitions, Microsoft embeds proven and market tested solutions into the core code base. IP acquisitions provide immediate value without the typical hassles of post-merger integration. Placing the IP into the main MS Dynamics AX code line ensures consistency.

- **Commitment to upper mid-market requirements.** Mid-market sized businesses require deeper levels of vertical and industry functionality. Today's announcement demonstrates a commitment to expanding manufacturing, service industries, & retail capabilities.

POV: Last mile solutions make or break upper-mid-market organizations. Creat-

ing a broader set of common industry capabilities that sit on top of core MS Dynamics AX accelerates both Microsoft and its partners ability to extend vertical capabilities. These solutions come from partners with proven records in delivering to customers.

Acquisition Focuses On Industry IP From Proven Partners

Partner IP selected for acquisition represents the most successful and recognized solutions within the Microsoft Dynamics ecosystem. Customers can immediately access professional services and process manufacturing capabilities. Retail solutions will be shortly announced. Key details for the three industries include:

“The result—a more predictable roadmap and a single architecture..”

- **Process manufacturing from Fullscope, Inc.** The process manufacturing solution encompasses the entire process manufacturing life cycle and addresses engineer to build. Key verticals supported include chemicals, F&B, life sciences & pharmaceuticals, pulp & paper, and primary metals. Fullscope garners many Microsoft awards including Partner of the Year for 2007 to 2009.
- **Professional services from Computer Generated Solutions, Inc.** The professional services solution provides project based solution (PBS) capabilities that track time and expense, improve project profitability, and optimize resource utilization. Key verticals supported include advertising & marketing, architecture & engineering, government contracting, legal services, and management & IT consulting services. CGS was recognized as a 2007 Microsoft Dynamics Inner Circle member.
- **Retail solutions from LS Retail EHF and To-Increase (Columbus IT)*** The LS Retail solutions focus on delivering end to end retail and POS integration to Microsoft Dynamics AX. Key features include 6-level item hierarchies, auto item creation, pricing manage-

ment, purchasing, distribution, loyalty programs, concession management, and hand held support. The solution is optimized for fashion retailers though other verticals have successfully deployed this product.

To-Increase A/S, the software development arm of Columbus IT, provides Retail Chain Management solutions. Key features include both front office (CRM) and back office integration. The solution includes features such as centralized campaign management, pricing management, inter-company trade, integrated return management, credit risk management, multi-currency, and online Axapta POS integration. Columbus IT has seen success in key industries such as Furniture, Gas Stations, Groceries, Healthcare & Cosmetic, and Sports and Fashion.*

The Bottom Line - Microsoft Dynamics AX Users And Partners Can Expect More IP Acquisitions

Building off the experiences from Industry Builders Initiative (IBI) and Certified for Microsoft Dynamics (CfMD), the latest strategy by the Microsoft Dynamics team to accelerate industry vertical innovation for customers and partners provides a pragmatic approach. Customers expect Microsoft to

take the lead in orchestrating common industry capabilities while also providing a stable platform for core MS Dynamics AX capabilities. Acquiring the IP of proven solutions in the market plays to Microsoft's strengths by leveraging the ecosystem for innovation while embedding key common business processes. The result - a more predictable roadmap and a single architecture for customers and partners to expand on. Pending the success of these IP acquisitions, one can expect more to come as this becomes the model to most efficiently deliver on industry vertical innovation.

Your POV

As an SMB, do you feel Microsoft has the right level of depth in its industry offerings? Are you in the midst of an SMB ERP vendor selection and are confused by all the choices? As a partner, do you feel this approach is fair to your investments? Look forward to your comments or hearing from you. Post your comments or send a direct email to r at altimetergroup dot com or r at softwareinsider dot org.

R “Ray” Wang

“Remember always that you have not only the right to be an individual, you have an obligation to be one.”

Eleanor Roosevelt quote (1st Lady of United States from 1933-1945, 11 October 1884 – 7 November 1963)

Microsoft Dynamics Knowledge Base Announcement

MS Dynamics Knowledge Base articles provide customers with 24x7 solutions to their “everyday” support questions and are packed with thousands of answers to commonly asked technical questions, usability recommendations and timesaving tips.

Today, Microsoft Dynamics Knowledge Base articles for ERP are only available via MS CustomerSource for Microsoft Dynamics customers who are current on a MS Dynamics Business Ready Enhancement Plan.

Effective Tuesday, September 1, 2009, we are launching a two month pilot that showcases a very limited number (top 28 articles for ERP & CRM, respectively) of MS Dynamics Knowledge Base (KBs) on www.support.microsoft.com which is the broad Microsoft Knowledge Base public website.

The articles will not be provided in their entirety but rather the article titles and abstracts with the ability for customers on a service plan to go to CustomerSource for complete information. Microsoft customers will be able to discover the Microsoft Dynamics Knowledge Base articles and they will be indexed by external search engines.

Notes,

MS Dynamics CRM KBs have been available at www.support.microsoft.com in their entirety for a number of years.

The overall goals of this pilot include:

- Improve discoverability of Microsoft Dynamics Knowledge Base content by increasing visibility on public support sites and allowing for public search engine indexing

- Drive more customers and partners to Microsoft Dynamics CustomerSource & Microsoft Dynamics PartnerSource experience through links with public KBs
- Understand viewership and satisfaction with content and experience.

To ensure the success of this change, please take the time to learn more about MS Dynamics Knowledge Base to help you understand and explain this change to your customers. If you need access to CustomerSource, send a request to itmbssup@microsoft.com.

Access the Microsoft Dynamics Knowledge Base at Microsoft **CustomerSource > Support > Knowledge Base**.

If you have additional questions about this pilot, please contact mbsservo@microsoft.com.

“ability for customers on a service plan to go to CustomerSource for complete information.”

The Wolves Within

An old Grandfather, whose grandson came to him with anger at a schoolmate who had done him an injustice, said,

"Let me tell you a story. I too, at times, have felt a great hate for those that have taken so much, with no sorrow for what they do. But hate wears you down, and does not hurt your enemy. It is like taking poison and wishing your enemy would die. I have struggled with these feelings many times."

He continued, *"It is as if there are two wolves inside me; one is good and does no harm. He lives in harmony with all around him and does not take offense when no offense was intended. He will only fight when it is right to do so, and in the right way."*

"But the other wolf, ah! He is full of anger. The slightest thing will set him into a fit of temper. He fights everyone, all the time, for no reason. He cannot think because his

anger and hate are so great. It is hard to live with these two wolves inside me, for both of them try to dominate my spirit."

The boy looked intently into his Grandfather's eye and asked, *"Which one wins, Grandfather?"*

The Grandfather solemnly said, *"The one I feed."*



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CONSULTING

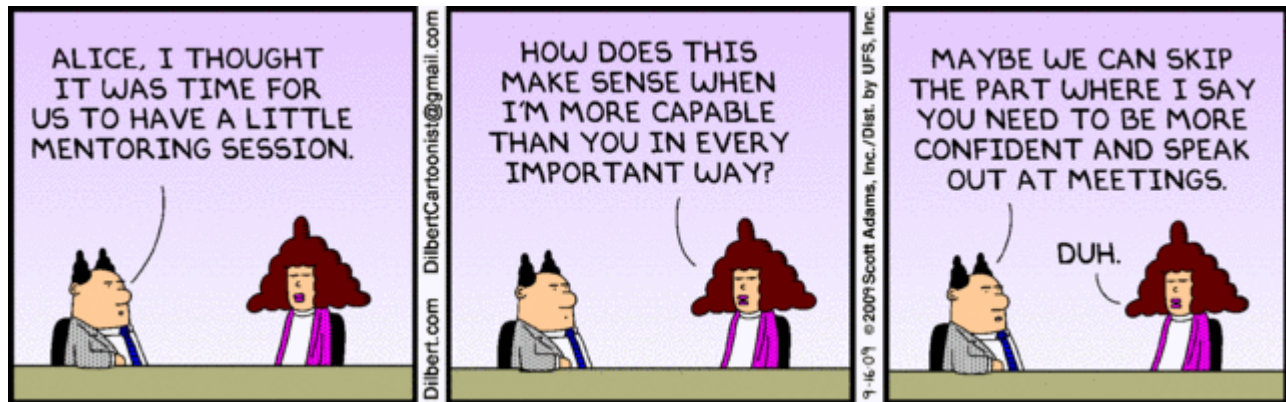
*Your Partner in Providing Strategic
Capabilities*

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.

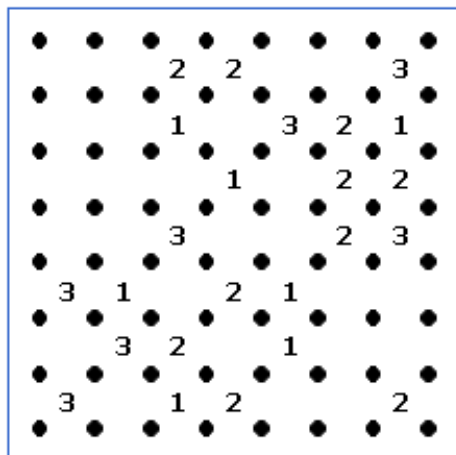
Our commitment has always been to establish long term partnership with customers, to assist in increasing their efficiency and profitability. Only Technosoft arms you with comprehensive IT solutions and services and critical business applications that will accelerate your strategies.

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 : Slitherlink

The rules are simple. You have to draw lines between the dots to form a single loop without crossings or branches. The numbers indicate how many lines surround it.



- 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 October 20th, 2009
- 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.

Congratulations to Mr. Surya Hartantu from PT Molten Aluminum Producer Indonesia for winning the 8GB USB Drive solving the Mind Bender in September 2009.