

Business Activity Monitoring with KnowledgeSync: An Essential Tool in a Challenging Economy

Presented by: Tricia Cate

Introduction

Presenter

- Tricia Cate

- ❖ Vineyardsoft Corporation
- ❖ 18 years of experience



Webcast Agenda

- Introduction
- Who Is VineyardSoft?
- Present KnowledeSync
- Q & A

About Us . . .

Who is Vineyardsoft?

We are the developer of Sage KnowledgeSync. Our history:

- Started in 1999
- Over 6,000 clients

Our History:

- Sage Software “Endorsed Partner” for Alerts & Workflow
- TMCLabs “Editor’s Choice”
- ISV of the Year, Partner’s Choice Award
- VARBusiness Five-Star Award
- 2009 Forbes’ “Top Productivity Enhancing Tool”

The Cost of "Not Knowing" (or of "knowing too late")

When A/R “Doesn’t Know” . . .

- Existing Customer normally pays in under 30 days
- They currently have a \$30k invoice that is 45 days old, but ...
- ... you don’t know because you run your aging at month-end
- Today you shipped out another \$25k shipment to them
- At Month-End you recognize the A/R issue and call to discover they are having serious cash flow problems . . .

Cost of not knowing?

- Best case – Carrying an extra \$25k in A/R balance
- Worst case – Write off that \$25k when they close shop

When Shipping Doesn't Know . . .

- Unexpected sales order arrives on Monday for rush delivery
- That shipment creates a stock outage preventing a \$25k order from a major client of yours from going out on Friday, but ...
- You don't know it because you do inventory planning on Fridays
- A backorder gets created on Friday so you can't ship
- When the customer is notified, they cancel the order.

Cost of not knowing in time?

- Best case – Loss of a \$25k order
- Worst case – Loss of major customer & over \$???

When Sales Doesn't Know

- Customer averages \$25k/mo in orders; in last few months they have dropped to \$10k/mo
- No one notices, because your sales team does this kind of review only a couple of times per year
- When you do notice and call the client, they tell you they've been trying out your competition because your product quality had slipped . . . and they are shifting to your competition
- Upon review, you find that the quality problem was easily solved

Cost of not knowing in time?

- Loss of a customer generating \$??? in revenue

The Cost of “Manual Labor”

Your company receives an email message asking for help in regards to one of your products . . .

. . . You hope that someone is checking your “generic” email accounts for new messages . . . and hope that someone checks to see if the email is from a client, prospect, or partner . . .

. . . You hope that someone logs the call . . .

Cost of manual labor?

- A person’s time is worth \$_____
- The cost of losing the ticket could be \$_____
- The cost of a dissatisfied client is \$_____

The Challenge . . .

- Problem:** Vast quantities of business data makes it impossible to identify and act on information in a timely manner, thus **costing** you significant **money** in lost revenues and unnecessary costs.
- Challenge:** Insufficient resources to raise corporate awareness and automate repetitive tasks. By the time important information is identified & acted upon, it is **too late** or **too old** to be of use.
- Solution:** Implement ***Push Technology*** with Business Activity Monitoring software. This technology **identifies, delivers and even acts** on critical business information in a timely fashion so that you can identify issues **before** they start costing you money.

The Solution: BAM

(“Business Activity Monitoring”)*

BAM refers to a system of automated processes which analyze and respond to organization-specific business activities and transactions.

BAM enables organizations to automate standard tasks while providing individual employees with task-specific, time-sensitive insight, helping them complete those tasks more efficiently and intelligently.

BAM helps an organization increase their daily operational efficiency, improve their management of transactional “exceptions”, and reduce “data latency”.

* Also known as **Operational Business Intelligence** (Intelligent Enterprise, Jan 2008)



**Database
Monitoring**

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Financial Conditions

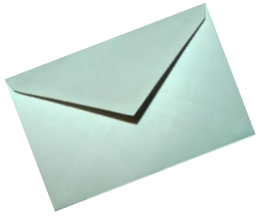
KnowledgeSync identifies conditions such as . . .

- Overdue receivables (re-send invoice or dunning notice)
- Suppliers with perpetually late deliveries
- Terms discounts that are about to expire
- Inventory stock approaching re-order level
- Receipts against purchase order lines
- Orders with unapproved discounts
- Overstocks for products that need to be sold or written off
- Clients whose monthly sales dropped by at least 'x' percent (trend analysis)
- Clients put on / taken off credit hold
- Clients on credit hold who have open sales opportunities in a CRM system

Manufacturing Processes

Sage KnowledgeSync monitors manufacturing . . .

- Project delays
- Cost overruns (or potential cost overruns)
- Order configuration errors (missing components, duplicate orders, etc.)
- Product price & cost errors, gross margin too low
- RMA alerts; reported defects; late shipments or deliveries
- Customers who have not ordered within 'x' days
- Changes to project start or estimated completion dates
- Tasks requiring review or approval
- Special pricing begins or ends within 'x' days
- Purchase Order receipts against backordered line items



**E-Mail
Monitoring**

← (Link) →



**Database
Monitoring**

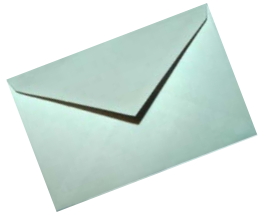
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Email Monitoring

Sage KnowledgeSync monitors and auto-processes incoming email, such as . . .

- Email messages sent to generic account such as “finance” or “sales”
- Order-related emails – such as questions about delivery dates
- Emails that are from existing clients, partners or vendors – matching the sender of the email with the corresponding contact record in your Accounting database
- Emails that are from new clients – automatically creating the appropriate account record in your Accounting databases
- Website requests for information, automatically sending back the requested materials
- Website form registrations, automatically updating your applications with the details of who signed up for what
- Web form content, automatically sending a receipt confirmation back to the person who filled out the form, and notifying your staff about that visitor



**E-Mail
Monitoring**



**Database
Monitoring**



**Cross-App
Monitoring**

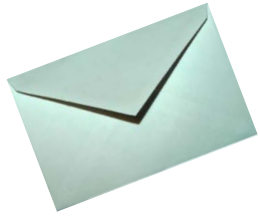
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Cross-Application Analysis

KnowledgeSync combines data from multiple applications and analyzes it jointly, such as calculating whether a new lead in a CRM application would put a client over their credit limit in their financial application.





**E-Mail
Monitoring**



**Database
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**Cross-App
Monitoring**

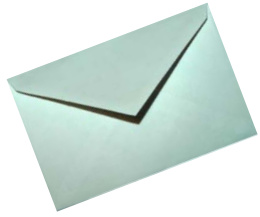


**Delivery
Monitoring**

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**O/S
Monitoring**



**E-Mail
Monitoring**



**Database
Monitoring**



**Cross-App
Monitoring**



**Delivery
Monitoring**

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**O/S
Monitoring**

**Triggered
Alerts**



Email Cell Phone

Pager/PDA Fax

Screen Pop Web

Alert Dashboards

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File Edit View Favorites Tools Help

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Norton Search web... Maps

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Web; Sales Opportunities Overdue as of 9/3/2008 9:43:44 AM

Account	Opp Amt	Probability	Fcast Close	Salesrep
Classic Packaging	\$100,000.00	35	12/3/2007	Mr. Donald J Farber
Bay Pyrotronics Corp.	\$10,000.00	50	9/30/2007	Sales
Bay Pyrotronics Corp.	\$35,000.00	80	11/15/2007	Mr. James R Murphy III

Done My Computer

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Norton Search web... Maps

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Inventory; Items Needing Reorder as of 9/2/2008 3:37:01 PM

Item	Location	On Hand	On Order	Reorder Lvl
BREADBOARD NA	AKA	0	0	0
DEFLCTN PLAT 23	AKC	0	0	3
ELECTRN TUBE 5L	AKA	1	12	4
HOOD 7B	DA	0	0	0
MODEM DESIGN 39	AKM	0	0	0
MODEM DESIGN D9	AKM	0	0	0
PIN 7C	DA	0	0	100
WIRE 7A	DA	0	0	12

Done My Computer

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Norton Phishing Protection on Identity Safe Log-ins

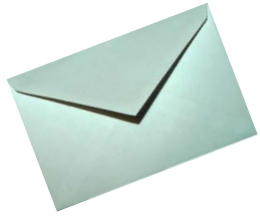
Search web... Favorites PC Health Spaces (7)

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Web; Open Sales w/ Financial Details as of 9/12/2008 5:35:44 AM

Account	Opp Amt	Probability	Fcast Close	Salesrep	Cur Bal	Over 30	Over 60	Over 90	Over 120	Cr Limit
Custom Craft Products	\$100,000.00	35	12/3/2007	Mr. Donald J Farber	11634.72	4476.31	3335.4	0	0	25000
Bay Pyrotronics Corp.	\$10,000.00	50	9/30/2007	Sales	10529.66	3057.64	3057.64	0	0	20000
Bay Pyrotronics Corp.	\$35,000.00	80	11/15/2007	Mr. James R Murphy III	10529.66	3057.64	3057.64	0	0	20000

Done My Computer



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**Cross-App
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**Delivery
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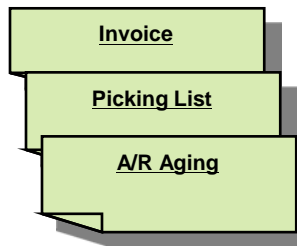
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**O/S
Monitoring**

**Forms, Documents
& Reports**

**Triggered
Alerts**



**Email
Web
FTP**

**Email Cell Phone
Pager/PDA Fax
Screen Pop Web**

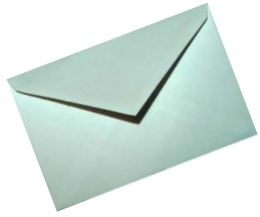
sage
software

Authorized Partner

Form, Document, & Rpt Generation

KnowledgeSync generates & delivers Forms, Documents, and Reports either as scheduled, or based on business conditions, such as . . .

- Delivering Invoices for newly-created orders
- Sending out monthly customer statements
- Generating Picking tickets / Picking lists
- Producing daily, weekly, or monthly reports, such as Stock Status or A/R Aging reports
- Auto-sending dunning notices for clients who are behind on their payments
- Delivering work orders for mobile service technicians
- Generating purchase orders for items nearing their re-order level
- Reporting on leases and contracts about to expire
- Sending out thank-you letters, surveys, birthday greetings, etc.
- Enabling customer self-service reports



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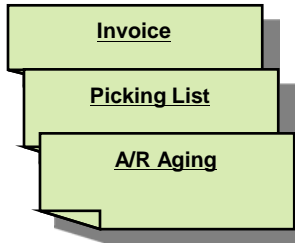
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**O/S
Monitoring**

**Forms, Documents
& Reports**



**Email
Web
FTP**

**Triggered
Alerts**



**Email Cell Phone
Pager/PDA Fax
Screen Pop Web**

**Triggered
Updates**



API Toolset

Triggered Data Updates

KnowledgeSync can auto-update your applications, such as . . .

- Creating a scheduled follow-up call after an order is placed
- Copying order details from an ERP system to a CRM system
- Updating the status of an “approved” request
- Re-assigning a project that has reached a certain stage
- Updating a client’s history with the details of an overdue invoice
- Exporting financial data to a spreadsheet, Access database or external file
- Updating a client’s records with the details of a received email message
- Creating a new client record based on a web inquiry or order
- Auto-placing a client on Hold based on overdue receivables
- Synchronizing data between multiple applications

Benefits -- Finance

- Deliver order confirmations or invoices immediately after an order is placed
- Stop writing off bad debt because you're not able to stay on top of overdue receivables
- Do not lose out on early payment discounts because you miss their deadline
- Do not waste time generating and delivering statements and other paperwork to customers
- Always be aware of a change in a customers credit status or change in credit limit

Benefits -- Manufacturing

- Prevent clients from becoming irate because no one tells them their delivery was going to be delayed
- Avoid having production come to a standstill due to stock-out of an inventory item
- Stop wasting money on production for customers who are on credit hold
- Eliminate the problems when someone changes a standing purchase order but fails to tell anyone about it

Benefits – Management

- Give managers a way to keep tabs on what's happening within your company, even when they're not there
- Don't force managers to be at the whim of your departmental heads when it comes to getting up-to-date information
- Reduce the cost of printing voluminous reports you see being reviewed and thrown away each day
- Lessen your concern over potential improprieties within your company or systems that can put you out of business

Affordable and Cost Effective

	<u>License</u>	<u>M&S</u>
Enterprise Edition Alerts Sends alerts about <u>any conditions</u> via <u>any device</u> ;	\$1,799	\$399
Add Reports Module	\$499	\$99
Add Actions	\$999	\$199
Monitor an Additional Application	\$1,999	\$399
Monitor Unlimited Applications Includes all functionality plus monitoring the O/S & Incoming Mail	\$8,695	\$1,700

ROI Analysis

Initial Investment

One Connection Alerts/Reports/Actions	\$3,295	←
Maintenance & Support (Annual)	<u>650</u>	←
Total Cost	\$3,945	←

Payback

Conservative Cost to print, deliver and review Stock Status, Sales Analysis, Shipping, and other reports looking for problems - 1 hr per day @ \$25/hr or \$500/month. Pay back in under 8 months.

Realistic Using our examples, just one order saved or one customer not written off - \$_____. At \$3,945 how soon does that mean your organization pays KnowledgeSync off?

Aggressive Using our example, keeping just one customer from leaving – means you spent \$3,945 to generate over \$_____ in revenue?

“If Only I Had Known”

The reality is, instead of asking
how much it costs
to implement Sage KnowledgeSync,
you should be asking
how much it costs to not implement
Sage KnowledgeSync . . .

(Questions???)

Questions



BKD Technologies Help Desk

- Sage Software - 866.832.4253
SageSupport@bkd.com
- Monday - Friday, 8 a.m. - 5 p.m. Support Center toll free

Thank You!

Robin Reeder

BKD Technologies

417.624.1065

rreeder@bkd.com