



## A Welcome from our Commercial Director

Welcome to our new quarterly InnSider Bulletin discussing the latest advances for your business in the areas of software and hardware. This bulletin also aims to tell you a little more about Innov8 and the products and services available to you.

A lot has happened over the past few months with new partnerships, mergers and product launches. All of which we believe you will find interesting and will reinforce the fact that we are the best of breed in regards to the services and products we offer.

We also intend to keep you up to date with our plans to continue to improve the quality of service you expect from us, and to confirm you are with the right partner, who is committed to you, our valued customer.

Kind Regards

Carl Maher

## Innov8 News

### Innov8's New Website

As a customer of Innov8 you may already be aware of our new, more structured website. At [www.innov8group.com](http://www.innov8group.com) you will find the latest news from your branch ([www.innov8.ie](http://www.innov8.ie) if you're in Ireland). The site now contains standard information on our products and services and has improved navigation. There is also a Contact Us section where you can ask us anything you like and the message will be passed to your Account Manager.

There are sections on our product ranges and services as well as links to our partners which you may find useful.

For the future, we are planning to implement the facility to track your support queries online. This will allow you to see who is looking after your issue and what stage it is at...watch this space.



### Innov8 and Activ8 Merge.

Prior to 1st December 2007 Innov8 operated a sister company, Activ8 who looked after Sage 50, Act and smaller systems as well as their consumables. Post December 1st 2007, Activ8 was merged into the Innov8 group and stopped trading as a separate entity. This of course did not affect the service which existing Activ8 customers received. In fact the service received got even better with new dedicated account management in the form of Ian Roberts and a specialist support team which has been recently expanded.

### Innov8 at the IFEX

Innov8 recently exhibited at the International Food Exhibition at the Kings Hall in Belfast from the 28th April - 1st May 2008. This event showcased the latest products and services available to the food producing community.

Attracting many of the major players in the food industry there were also examples of everything from promotional goods and uniforms, packing and processing machinery, catering equipment and small farms demonstrating their wares.



Apart from the opportunity to eat lots of new and interesting foods, the event was the perfect place to demonstrate our Innov8 InnVan solution to both participants in the event, as well as thousands of visitors over the three day period.



The product received a good reception with a surprising number of visitors still relying upon paper based solutions to manage their stock. They were surprised at the enormous benefits our automated van sales solution could bring to their business. (For more information please see our website).

We also gave away three MP4 players as a bonus to our visitors, so congratulations go to our three winners!



Mark presents Karl Foy from Pacific foods with his MP4 player.



Richard Irwin from Woodwin Caterers receives his prize from Innov8's Mark Phillips.



A colleague accepts the MP4 player on behalf of Brendan McManamon of Crossgar foodservice.

## Articles

### CRM and your business

#### What is CRM?

Customer Relationship Management (CRM) software is a repository of information about your customers, prospects and suppliers. The solution allows you to manage the day to day communications with these businesses and contacts, enabling you to develop and maintain more effective and beneficial relationships.

#### So why is Outlook not good enough?

Tools such as Microsoft Outlook were designed to help organise basic personal information. They typically include an address book, calendar and to-do lists. These products while containing this basic information do not allow the integration of other information such as documents or emails. To allow these products to track relationship histories requires more time, plus additional applications (such as spreadsheets, accounts systems or other documents).

## So why CRM?

Managing all your customer and contact information in one place can introduce massive efficiencies. It frees people from maintaining a contact list in one application, account history in another, email in a separate folder and documents in a separate directory on shared drives.

Using information in this isolated way increases the chances of losing data, it is more likely to be out of date, hard to find and could jeopardise the effectiveness of your business. Sage's CRM solution provides a central place for customer information, it enables quick access to addresses, phone numbers, correspondence, activities and much more.

Sage CRM allows you to access notes against individuals within businesses. You can have a complete history of that individual from conversations, their personal information (their dogs name for example), status and product interest without having to search across multiple spreadsheets. The system can even be linked to your telephone systems so you can dial directly from their CRM record

## Improve your marketing

The in-built Marketing tools within Sage CRM let you create personalised correspondence, including mail merge letters, email, envelopes and other media from scratch or from your company templates. All correspondence is linked to the contact so you know exactly what you have sent and when. Integration with a product such as CommuniGator allows your business to track emails and respond and act upon this information accordingly.

## Monitor Sales and Marketing

Using the Marketing functionality allows opportunities to be tracked from generation to close. The system can tell you what has been generated, from which source, which sales person is dealing with it, what stage they are at and what the potential is on that opportunity. Once closed you can see which campaigns were successful and therefore spend your marketing budget where it is most effective.

## Customise the system to meet your needs.

The Sage CRM system can be designed to run in the way your business requires including having the fields named the way you recognise them and the screens laid out to your requirements. Each department could have their own unique layout to fit with their needs.

If you think Sage CRM could be of interest to your business then please email: [marketing@innov8.co.uk](mailto:marketing@innov8.co.uk) or contact your Account Manager directly. Alternatively please call our business development team on **0161 975 1699**.

## Sage 200 version 5.1 Launched

Sage 200 version 5.1 was launched late April 2008. This new version includes the latest version of Sage CRM (v6.1 ) which is Microsoft Vista and Office 2007 compatible.

In addition, the CRM component of the suite in version 5.1 includes:

- o Full Microsoft Vista support (Business and Ultimate editions) across the Sage 200 Suite
- o Full Microsoft Office 2007 support (Standard and Professional editions) across the Sage 200 Suite
- o Calendar User Interface Enhancements
- o Improved integration with Microsoft Outlook
- o PDA support for Sage 200 CRM components (not including back office integration)



Sage 200 v5.1 also includes a host of new requested features in the Sage 200 Financials and Commercials modules, including:

- o **Reconciliation enquiries for both Debtors and Creditors**
- o **Financial statements for next year**
- o **Import & Export of financial statement layouts**
- o **Purchase invoice validation**
- o **Excel integration improvements, including both performance and formatting enhancements**
- o **Goods received - receive all and invoice options**
- o **Enhancements to direct delivery addresses**
- o **POP accruals to include non stock items**
- o **Stock take improvements, including stock take for traceable items, new stock take criteria and stock take templates**

For more information on the new version of Sage 200 and its benefits please see our website.

### **InnView - Automated reporting.**

Our InnView product is a specialist reporting tool which allows you to extract information from multiple sources and send this out in many different formats automatically.

InnView's power comes from its ability to deliver data from multiple sources within your business. It delivers a secure and consistent user experience where simple point, click and drill down technology will allow information discovery.

New for 2008 is automation and scheduling functionality. This allows you to set up your reports, set the recipients and schedule them to run. These will then appear on your desktop automatically as scheduled, no matter how complex that report may be.

Imagine being able to send expected margins and predictions to your Sales manager, Call Centre rates to your Marketing Manager and employee absence reports to your HR Manager all scheduled for a particular day and time of the week without human intervention. Each report sent in a different format to each person as they require; an email, a spreadsheet or other chosen format.

### **New Team Members**

**Ian Roberts** - Sales and Account Management - Joining us from Activ8, Ian has joined us to manage the Line 50, Payroll and Act customers of the business. He is an expert in the Sage product lines and is able to identify issues and recommend solutions to your issues, if you are an original Activ8 customer he should be your first port of call.

**Dan Hackney** - Marketing Manager - Dan has joined the team from another major player in the Sage Business Partner Community, re-branding, and helping us more effectively communicate with you.

**Emma Walsh** - New Business Development - If you have had a call recently Emma was probably the person you spoke to. Checking we have your information correct, discovering problems and opportunities..

**Matt Baker** - As a Sage Certified Professional Matt has joined the team as our CRM Professional Services Manager. He has many years in the CRM industry, building implementing and managing multiple CRM solutions.

### **InnVan.**

InnVan is our market leading Van Sales and commercials product. InnVan is designed to work for van sales and distribution companies. Intelligent handsets link directly to your accounts system. Flex your sales at point of sale, track your stock more effectively, more accurately fulfill customer orders and requests. Save money and increase sales.

Available in two versions; Enterprise and SE, InnVan utilises the latest technology to reduce paperwork, increase accuracy and improve management information in an easy to learn and simple to use application - thus quickly delivering a real return on your investment.

InnVan can manage the whole business process from stock purchase and delivery to despatch to your customer, customer orders, van loads, mobile transaction processing( delivery notes, invoices, credits, returns, exchanges, samples, receipts), van stock management, van and depot cash management.

For more information please visit our web site or contact your Account Manager.

We hope that this InnSider has been beneficial and we welcome any feedback from our customers. We are always looking for stories and feedback, so if you would like to contribute to our bulletin or indeed have any ideas for future instalments please feel free to contact us directly at [info@innov8.co.uk](mailto:info@innov8.co.uk)