

EMIR INDUSTRY NEWS

Please pass it around...

Issue 25. August '10

Welcome...

We hope you enjoy this edition of the newsletter and we look forward to your feedback and participation.

In particular, we welcome the following new EMIR users for the first time who have all purchased EMIR recently:

- **Delta Engineering Ltd**, Grimsby
- **Environmental Waste Controls Ltd**, Liverpool
- **Torishima Service Solutions Europe Ltd**, Glasgow.

We wish them great success with their systems. In this issue there are a couple of great offers for existing users to help you expand the use of EMIR in your business!

Please pass this Newsletter around to all EMIR users and anyone else who would like to read it!

AEMT News

At the recent AGM, the following EMIR users were appointed to key roles within the AEMT committee:

Graham Brooker of Wilson Electric was appointed Southern Area Chairman; **Michael Mitten** of Houghton International was appointed Northern Area Chairman, and **Graeme Shimwell** of Hereford Rewinds was appointed to the Western Area committee. Our congratulations go to all of them on their new roles!

For more information please see their website www.aemt.co.uk



Coming soon: The new “CRM” Extension: **With a pre-order Offer!**

CRM stands for Customer Relationship Management, and whilst EMIR currently has various elements that will help you to manage and service your customers better, this new ‘extension’ will take it to a whole new level!

The CRM extension is currently under development and full details are available in our EMIR ‘Extensions and Modules’ Brochure, but at a glance the CRM extension will feature the following functionality:

- ✓ Graphical and charted analysis of all key measures of your customer service and sales and marketing performance.
- ✓ Manage your customer contacts closely and keep track of all activity related to them, ensuring you know exactly how each contact is being managed.
- ✓ Track all your quoting activity and ensure you know what stage of the process each quote is at, and measure the effectiveness and productivity of each salesperson in turn, and analyse the effectiveness of market campaigns.
- ✓ Track all key activity by customer and measure your performance on all areas of your business activity relating to customer service. Identify jobs that have stalled, quotes that need to be chased, identify further opportunities for quoting, and follow-up on any comments or complaints that have been made.
- ✓ Track revenue generation by customer, marketing campaign and salesperson, and ensure you know the strength of your pipeline and conversion rates of opportunities.
- ✓ Have a 360-degree view of each customer, so you know what quotes they have or require, what orders they have placed, what jobs are ongoing, and how much they owe from a financial point of view.
- ✓ Produce regional analysis of key sales activity by postcode area, and allocate customers a “CRM rating” to identify those customers who need the most attention.
- ✓ Identify those clients who have been inactive for any period, with an automatic reminder when they have been inactive for longer than a set pre-defined period.
- ✓ In short, ensure you are on top of all customer service related issues, keep your customers happy and measure the performance of your key sales and marketing staff.

The CRM extension is aimed initially for use with our EMIR Professional system, and so we have a special pre-order offer for our EMIR Professional customers. The CRM extension, for unlimited users, will sell for £4,000 on completion of development in autumn this year, but if you pre-order by the end of August, you can purchase this fabulous extension for just £3,000, **a saving of £1,000!** We will invoice you for half of this amount on order, and the other half on the completion and installation of the extension into your system.



If you would like to take advantage of this great offer and improve your CRM, then please see more details in the Modules and extensions brochure and get in touch!

New EMIR “Modules and Extensions” Brochure



The diagram to the left is the latest representation of what EMIR now has to offer from a “Modules and Extensions” view-point.

Modules, shown in orange, form the core EMIR system, and most of you will be familiar with what they are – even if you don’t necessary realise all they have to offer.

Extensions, shown in other colours, are separate programs to EMIR that make use of EMIR data in new and exciting ways - whether it uses the Internet or PDA’s to deliver the information in a new way, or simply extends the functionality of EMIR to cover new areas of your business.

You should now have received a hardcopy of the brochure, but if you haven’t or would like more copies then please get in touch.

Offer – Half Price Modules!

As you can see from the above diagram, EMIR now has the following modules:

- Stock Control
- Purchasing
- Quoting
- Finance, and
- Motor Management

Well, if you don’t have all of the above modules, and would like to expand the role of EMIR within your business, then this is a great time to do it! Full details of each module can be found in the Modules and Extensions brochure.

If you order before August 31st, you can get any of the above modules at half the usual price.

Modules are charged on a user-license basis, with the first user being the majority of the cost. E.g. for the Standard system most of the above modules are £700 for the first user and £120 per additional user and you’ll be able to get 50% off the total price!

So if you want EMIR to help you control more of your business, then this is the time to do it, so get in touch for more information or a demonstration.



Please keep your data safe!

Just a reminder to all our users to take regular backups of your system and data, as every year we unfortunately have customers who suffer a hard-disk crash and then discover that their backup hasn’t worked properly, is old, or simply wasn’t done regularly – leaving them with a lot of work to do to try and re-enter all the information that has been lost!

What you should do to backup your data:

- Backup your data every day [schedule it if possible so that it will happen even if you are not there].
- Your backup media should preferably be a direct access media, such as a memory stick or a hard disk. You can use Tapes or CD’s as a worst case, but these medias take longer to restore data, and in the case of CD’s will make everything read-only which is not desirable for databases and they will have to be converted back to ‘writeable’ before use!
- Use a different backup media at least on alternate nights, so that you have more than one day’s backup available at any time. Using a different media for each day of the week is a decent policy.
- The backup media should be taken off site each night, so that if you do have a disaster [fire, flood or theft] then your data is safely stored out of harms way.

This may sound like a lot of work, but think how much work it will take to re-enter all your data - even a day’s worth!

Of course if you want to make it really easy, have 14 days of data available to you, automated and scheduled off-site backups, and have a detailed report of the backup activity emailed to you each day, then why not try our “EMIR Backup” remote backup service free for 30 days?