



SAGE PFW

BUSINESS ALERTS

■ **CUSTOMIZATION**

Quickly and easily tailor standard alerts or create new alerts to satisfy your unique business requirements. Automate time-consuming tasks and enable your employees to spend more time working with your customers and products—boosting your overall productivity.

■ **ACCESS BUSINESS CRITICAL INFORMATION**

Strategically use your information to gain a competitive advantage. Business Alerts Professional includes more than 40 standard alerts that deliver critical information when you need it most.

■ **INCREASE CUSTOMER SATISFACTION**

Elevate customer satisfaction to a higher level by keeping your customers informed while adding a personal touch.

■ **IMPROVE COMMUNICATION**

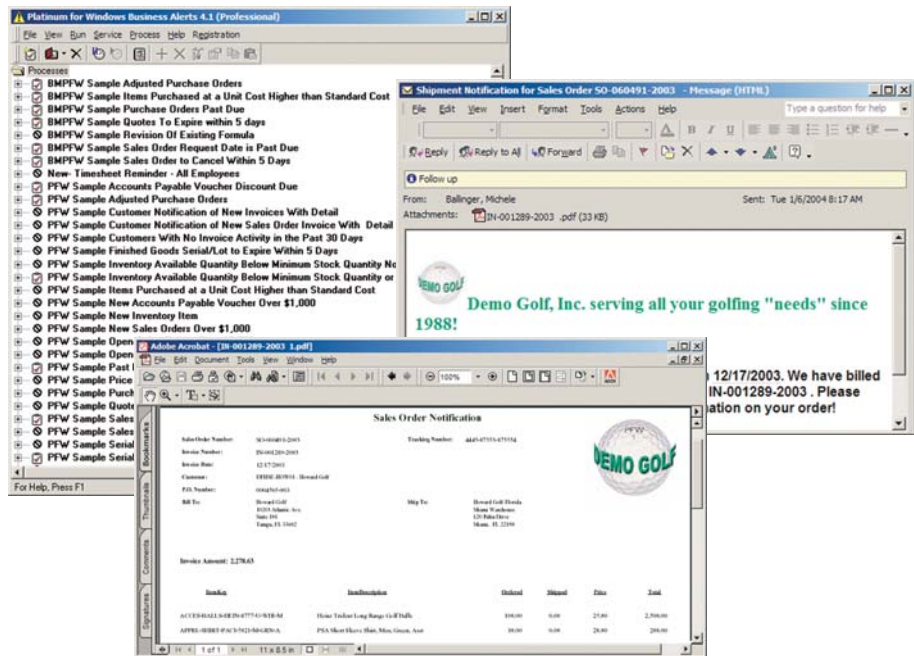
Efficiently communicate the details required to keep your employees better informed for effective decision making.

■ **RESPOND PROACTIVELY**

Prevent problems before they occur. Monitor your database 24 hours a day, seven days a week and provide your staff a means to immediately respond to changing business conditions.

■ **STREAMLINED INTEGRATION**

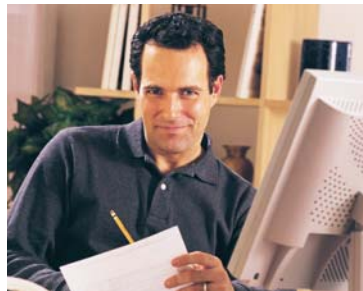
Virtually seamless integration with Sage PFW can automate your workflow modules and streamline your business processes.



Winning the battle in today's competitive marketplace means you must effectively monitor the pulse of your company and keep your customers and staff aware of critical events. Sage PFW Business Alerts Professional is designed to keep you, your personnel, and your customers "in the know." This innovative product utilizes your e-mail system to notify the right people, at the right time, every time your system detects issues that you define as critical to your company's success. When you strengthen internal and external communications, you will increase efficiency and productivity throughout your business and gain a competitive advantage.

You can select from a series of predefined alerts that can be quickly tailored to suit your specific needs, or you can easily create new alerts to fit your unique business requirements. When you use Business Alerts Professional to proactively monitor your business, your company can lower business cycle times, dramatically improve employee communication, and provide your customers with personalized attention during every transaction. Plus, with Business Alerts Professional, your company's financial information not only remains within your reach, but your accounting and manufacturing databases actively contribute to the efficiency of your business and to the satisfaction of your customers.

From developing innovative products that anticipate your changing business needs to providing award-winning customer support, Sage Software is dedicated to surpassing your expectations in all aspects of our business. Rest assured, a nationwide network of business partners back our software and offer expert resources for implementation, training, service and support. For more information about Sage PFW and realizing a higher level of performance and profitability, please contact your local business partner, or call us directly toll free at 888-473-5135. You may also contact us via e-mail at sagepfwinfo@sage.com and visit our Web site at: www.sagesoftware.com



Sage PFW

Business Alerts

"Business Alerts is a fantastic product. It has saved me a tremendous amount of time and helps me stay on top of things."

Scott Schaffer
Controller
PRD Management, Inc.

FEATURES

Business Alerts Professional Customization

The Business Alerts Professional module can be easily customized to support your specific business processes for maximum functionality. You may expand the functionality of our standard alerts or build new ones. What's more, you are not limited to alerts based on your Sage PFW applications; you can also use Business Alerts Professional as an administrative assistant. Automate your alerts to send information on daily, weekly, or monthly tasks, such as timesheet or expense report reminders. Simply decide which tasks or circumstances impact your business and then let Business Alerts Professional do the rest! The result culminates in timely communications, responsive service, and improved customer satisfaction—in short, sustained success for your company!

Access Business Critical Information

Stop spending hours sifting through piles of reports! The information already resides in your business system, so let Business Alerts Professional do the research for you. Business Alerts Professional equips you with several powerful tools to sort through vast amounts of data and extract the information that's critical to you and your business. The Database Monitor Agent, Scripting Agent, and Query Agent are available for creating new alerts and distributing time-sensitive information. Plus, a sample alert library is included to help you get started. The sample alerts provide you with immediate access to priority information from modules throughout the Sage PFW application suite. Soon you can begin delivering business critical information throughout your organization with pinpoint accuracy in little to no time at all.

Increase Customer Satisfaction

Effective communication with your customers is imperative to the life of your business. Business Alerts Professional enables you to automatically send a personalized notification for instances when your customer places an order, an order has been changed, payment has been received, credit issues arise or simply to notify them that changes have been made to their account—the possibilities are virtually endless. Keep your customers better informed, minimize call volume, and retain your customers for the life of your business.

Improve Communication

As your business changes, your employees need to make smarter, more informed decisions every day. Boost efficiency by having Business Alerts Professional monitor data for critical changes and send an alert to those who need to take action. The alerts that monitor inventory-stocking levels will send e-mails to your purchasing staff notifying them to place an order—preventing an inventory shortage. This will keep your production department running effectively and ensure customers receive their orders on time. This is just one example of how improved communication will eliminate potential problems before they get started and keep your employees "in the know."

Respond Proactively

Stay on top of date and time-sensitive events, and move your business from reactive to proactive. Business Alerts Professional automatically informs you of credit holds, inventory thresholds, sales ratios, urgency levels and priority client transactions. Respond to these alerts before they have a critical impact on your productivity and bottom line, and you will improve the efficiency of your business and the satisfaction of your customers. With early notification and the ability to communicate globally, you can proactively respond to market conditions and quickly gain a competitive advantage.

Streamlined Integration

Business Alerts Professional is easy to implement and easy to modify as your business requirements grow and change. Smooth integration with Sage PFW modules will allow you to quickly begin monitoring your database information—receiving real business value without delay.