# DY-Computes

## New Dynamite Features

Version 10.30 of Dynamite Generation 3 is now available for downloading. New features include:

- New general ledger accounting system interfaces
- Addition of shipped date & receiver to depot order
- Addition of payment selection terms for orders
- Addition of a new privilege to close an order
- Addition of job site creation from Excel form
- Addition of job site creation from customer files
- Addition of a "related contract" field
- Minor program corrections and adjustments

Version 8.8.7 of Dynamite 2000 is also available for downloading.

## Training News

The cost of DynaTrain, our Internet training program, has been substantially reduced! The cost for each training class is now only $120, a reduction of $30. For additional connections from the same organization, the price has been further reduced to $95. The reseller price has also been reduced to $95.

How did we do it? We found a free conference calling service that significantly reduces our costs and we're passing those savings on to our customers. A toll free number will no longer be provided but your cost for the two hour class should be approximately $6.00.

Check out the schedule on our new web site: www.DynamiteService.com.

## Quotable

"Free speech is a two way street." George W. Bush commenting on the Dixie Chicks. Also from Mr. Bush when asked about Jacques Chirac: "I don't think he'll be coming to the ranch any time soon."

## Pass It Along

Pass this copy of DY-Computes along to your co-workers. The newsletter is intended to keep you informed of advances to our products and business in general. If you'd like additional subscriptions, just send us an e-mail at:

admin@southbysouthwest.com

## Generation 3 Upgrade Promotion

If you're one of the hundred or so customers that are still running Dynamite 2000 or even the original DOS version, now's the time to upgrade.

Not only will we credit your original purchase but until June 30, 2003, we'll further reduce the upgrade price by another $500.00!

### Here's an example:

Suppose you're running Dynamite 2000 with SBT Pro 5.0 and have a 5-user license. You currently have a software subscription (cost = $500) which has six months left. You originally paid $2,995 three years ago.

You wish to upgrade to Dynamite Generation 3 but only need a 3-user license. The price of G3 integrated with ACCPAC Pro is $3,995 plus $400 for each additional user license after the first one. That's a total of $4,795.

To calculate your cost, first subtract the original cost from the new price and also subtract the balance of your software subscription. The result is $1,550. If you act before June 30th, your cost will be only $1,050.

### Remember:

> The upgrade price includes two Internet training sessions and a one year software update subscription.
> The minimum upgrade cost is $500 regardless of the result from the above formula. (We have to eat too!)
> June 30, 2003 is the last date to order. Call your reseller today.

## State of the Economy

Recession, doldrums, layoffs, bear market, ulcers, and terrorists ... we've heard it all. The downturn in our economy started with the tech market drop two years ago and took a big hit after 9-11-01. Our confidence in the economy really dropped during the build up to the Iraqi War.

But a wonderful thing happened on April 9th. The statue of Saddam Hussein came crashing down and everybody seemed to feel that the war was won and our troops would be coming home soon. The Iraqi ambassador to the UN soon admitted "the game is over."

The worst was over and our forces did not take major hits as in previous wars. There were even reports about the return of prostitutes to the streets of Baghdad! Other Arab countries were dumbfounded by what happened to the "Son of Hitler." The Syrians began cooperating, the Palestinians elected a new Prime Minister, and North Korea even started backing down.

There seems to be a sigh of relief. Everyone has turned off CNN and Fox and returned to work. Consumer confidence has shot up and so has the stock market. On April 10th, our phones started ringing off the hook. New prospects were calling, resellers were scheduling Dynamite demos, and existing customers were ordering new features and interfaces.

Our economy still has many challenges ahead but it now appears that the light at the end of the tunnel is not an oncoming locomotive.

## How do I?

*How can I import my customer Ship To addresses? There are thousands of them and I don't want to rekey them.*



Dynamite is able to import Job Site addresses from your customer tables via the Export-Import function on the Transaction Menu. Both the Ship To data base and the Customer data base can be imported. The resulting job site number is a combination of the customer number and that customer's ship to address number. Job site numbers are not duplicated in the system.

## E-Mail Spam

**Canning spam hog-ties net set**
excerpted from *The Australian,* April 17, 2003

Direct marketers are up in arms over the Australian government's plans to introduce strict laws on spam.

Bulk commercial e-mails - spam - which push everything from cheap computer equipment to gambling to hardcore pornography, are loathed by most Internet users.

The problem is growing exponentially with research company Gartner Group predicting that in two years 50 per cent of e-mails received will be unwanted spam.

The National Office for Information Economy proposes banning the sending of unsolicited commercial e-mails without prior consent of the recipient such as through an opt-in agreement or existing business relationship.

The Communications and Information Technology Office acknowledged that although most spam originated from overseas, the legislation would still be effective and the government intended to work with overseas bodies on international enforcement. Punitive measures could include incarceration. **Editor's Note: Punitive measures mean jail time!**

Back in the U.S., Senator Conrad Burns of Montana has introduced legislation to require legitimate return addresses and honor removal requests. Also, it is now a felony to send 10,000 deceptive e-mails to or from the State of Virginia.

While no one wants more laws, they are needed because spamming is uncontrolled and Internet operators cannot or will not take action. Our hope is that proposed regulations don't get watered down.

## New Web Site

If you haven't visited us on the Internet lately, check out our new web site at a brand new address: www.DynamiteService.com.

We have improved the appearance and made it easier to navigate the site. You can still download software updates and we have added a list of changes for each version.

## For Resellers Only

South By Southwest has designed and is currently testing a new Direct Mail Program targeting portions of the 3,000,000 service organizations in the U.S. Initial results are very promising.

Like everything else we do, this program is unique. First, it is much cheaper than other programs. Second, you don't have to do anything except answer the phone and make follow up calls. Third, your cost is refundable in a reverse co-op program.

### Price and service compared

When comparing the Dynamite Direct Mail Program, consider all of the tasks that need to be accomplished. Typical programs offered by major accounting software vendors (labeled A and B) are presented below:

|  | DY | A | B |
|---|---|---|---|
| Program features: | | | |
| List purchase | Incl. | No | Incl. |
| SIC Code selection | Incl. | Incl. | No |
| Names given to you | Incl. | Incl. | No |
| Mail piece design | Incl. | No | No |
| Mail piece printing | Incl. | Incl. | No |
| Postage | Incl. | Incl. | No |
| Assembly | Incl. | Incl. | No |
| Co-op available | Yes | Yes | No |
| Fulfillment pieces | Incl. | No | No |
| | | | |
| Your additional costs: | | | |
| List purchase | None | $$$ | None |
| Printing, 4 color | None | None | $$$ |
| Postage, envelopes | None | None | $$ |
| | | | |
| Your labor required: | | | |
| Review list contents | None | $ | N/A |
| Mail piece design | None | $ | $$ |
| Printing & assembly | None | None | $$ |
| | | | |
| Fulfillment pieces | None | $ | $ |
| | | | |
| Can you make follow up calls? | Yes | Yes | No |

### Dynamite Program Specifics

The reseller page of our web site includes more details of this program including comparative costs. Check it out, you'll be glad you did. Call for page access codes.

## A New Trend?

California is regarded as a very unfriendly place for insurers from autos to homes to condos. Many insurers have pulled out of the state and others have greatly raised their rates. Some will only renew policies, not write new ones. Your state may be next.

It's recommended not to make small claims for insurance reimbursements as these can get both the insured and the house black-listed. Insurance companies have lost $28 billion in the last 10 years and premium hikes of 35% are not unusual. Start to shop around well before your renewal date but don't turn down a renewal unless you know where you will place the insurance.

## Patriotism

Here's a great idea for gift giving, especially for the Fourth of July. Give a friend/relative an American Flag. Not just any flag but one flown over the Capitol Building in Washington, D.C.

They're really easy to obtain and are not cost prohibitive. Just contact your senator or congressman by going to their web site and filling out a form. Most flags are under $20. If you are close to your representative's office, they might even have a supply on hand. We picked up a 3x5 foot flag with a Flying Certificate for only $17. You might even be able to talk your rep into a freebee.

## Quotable

"Freedom of the Press belongs to those who own one."
A. J. Liebling of the New Yorker



*Iraqi Scud Missile*

## Accounting System News

Dynamite is tightly integrated with 15 versions of five different accounting systems published by 3 different companies.

**Softline AccountMate**

Visual AccountMate is the highest rated open source code accounting software offered to the mid-market, according to Softline AccountMate's president, Murray Aston. "But don't take our word for this," he says. "Ask the experts."

For mid-market companies, perhaps the most vital attribute of business and accounting software is the flexibility that only comes from open-source code. "Big companies take customization for granted," according to Geni Whitehouse, CPA, chief operating officer for Accounting Software Advisor (ASA), an industry consulting group founded by accounting software analyst Carlton Collins. "However, few mid-market companies realize they need this feature to remain competitive. But if you're stuck with an application you can't modify, you can't maintain the system long-term."

In evaluating business accounting systems, ASA determined that Visual AccountMate was the premiere open-source code system in the mid-market. It ranked second in overall performance, right behind Microsoft's Great Plains Dynamics, which lacks open-source flexibility.

**ACCPAC**

CPA Software News awarded 5 STARS to there ACCPAC product last month:

Simply Accounting Basic and Simply Accounting Pro 2003 from ACCPAC International contain the necessary tools to run the finances of a businesses from small to supporting them as they grow. Both products come in American and Canadian versions that adhere to GAAP standards and are very inexpensive, off-the-shelf contenders in the low-end accounting category providing functions for GL, AP/AR, Payroll, purchasing, basic inventory and job costing as well as a full audit trail. The Pro version also provides a Time and Billing module and

EFT (electronic funds transfer) capabilities as well as a range of advanced features such as multi-currency, multiple level bill of materials management, 100 years of history, departmental accounting and multi-user support. ACCPAC has added a few new features to both products this year that increase the usability of the programs as well as their capabilities.

**ALERE Accounting**

Here are some of the ways TIW provides value when you purchase Alere Accounting:

• Object Oriented Programming means stable code that eases the task of customization.
• Language settings by user allow you to not only operate different languages in the same company but to even personalize the menus and screens for each user.
• Extensive product customization that can often be accomplished with NO CODING.
• Use of Windows standards allows you to use tools you already know and operate in a familiar environment be it a spreadsheet, word processor or a mission critical application.
• Tabular screens that smoothly tie together related information and processes in ways that are intuitive and easy to use.
• Browsers that not only allow you to find information quickly but to perform data mining online.
• Screen-On-Screen (MDI) means that you can open and work on many different screens from different parts of the product at the same time.
• Dynamic screen sizing permits you to click and drag open screens to see more lines in a table, expand images, and open up the area available for notes.
• Useable buttons that are large with icons in color and a matching description underneath are on every screen.
• Pop up date calendars and numeric keypads speed data entry.
• HTML User Manuals that work like a web site provide real help to each user. You can even download the Manuals right from the TIW web site.
• Public disclosure of significant issues in the products with work-arounds and free downloadable patches.

Editor's note: Some of Alere's features are very similar to Dynamite's but our Key Code is bigger than their's.