



DY-Computes

Dynamite Newsletter

Summer, 2002

New Dynamite Features

Our development staff has been very busy these past months adding more functionality and greater flexibility to our Dynamite Generation 3 product.

Accounting System Options – There are now **FIVE** choices available:

- ACCPAC Professional Series
- ACCPAC Vision Point
- ACCPAC Advantage
- AccountMate VAM-LAN
- TIW Alere

Additional accounting system interfaces are planned for this summer including Microsoft SQL versions of Advantage, Pro, and VAM. Dynamite Generation 3 is also available as a stand alone system.

Version 10.18 of Dynamite Generation 3 is now available for downloading. New features include:

- System wide mass change functions
- Added ability to validate component name
- Enhanced User Guide functionality
- Minor system enhancements and corrections

Version 8.8.5 of Dynamite 2000 is now available for downloading. This product is still supported and used by hundreds of organizations.

DynaTrain

Our Internet Training Workshops are a big hit. Only a virtual commute away, Dynamite customers can take advantage of this new and cost effective technology to learn how to get the most out of their software. Generation 3 training is now available from the comfort of your office thus eliminating travel, airport delays, and hotels.

In order to improve the knowledge level of Dynamite users, all upgrades and new Generation 3 sales now include two Internet training sessions.

“DY-Computes” is published six times per year for customers and friends of South By Southwest. For more information contact: South By Southwest, 28993 Mountain Meadow Road, Escondido, CA 92026. Phone: 760/749-9161, FAX: 760/749-2333, E-Mail: admin@southbysouthwest.com.

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 Summer Upgrade Deal

Since last year, it has been our policy to offer a 100% trade-in credit to all Dynamite 2000 customers. This summer, the cost to upgrade will be even lower. If you've been thinking about upgrading, now's the time. You can save hundreds of dollars if you place an upgrade order by September 2, 2002.

In addition to your trade-in credit, we will reduce the price of Generation 3 by an additional **TEN PERCENT**.

Here's an example:

If you currently using a 5 user, compiled Dynamite 2000 for the Pro Series, you can upgrade to a 3 user version of Generation 3 for only \$1,320. The calculation is:

G3 list price for the first user - \$3,995

Additional 2 users - \$800

New configuration price - \$4,795

Then **subtract** what you originally paid for DY 2000 (probably \$2,995) **and** 10% of the new price (\$480) and your upgrade cost is only \$1,320. This price is further reduced by any unused portion of your software subscription.

On top of this great summer deal, the upgrade price **includes** two Internet Training Classes and a software subscription for a full year!

Remember, this offer expires on Labor Day and will not be extended.

Focus on Generation 3

The Open Order Wizard in Generation 3 is extremely powerful and facilitates responsiveness to your customer at the other end of the phone line. A more detailed explanation is included in the User Guide.

Complaint - Choose one of the standard complaints from the list. If there is not one close to the customer's description, just click the "Go" button. This complaint list serves two purposes: It will save you typing and will keep statistics on the types of problems incurred.

Job Site - In order to open a new order for service, you must first locate the customer's Job Site. This is where you will send your technician to do the work. If you are primarily a depot repair shop where customers send you equipment to be fixed, the Job Site will be the customer's Ship To address.

This search can be accomplished 19 separate ways depending upon what you know about that customer. If they supply you with their job site number, your job is easy. But that probably won't happen so Dynamite let's you search by customer name, component serial number, and even the street name.

To speed the search, you can enter a starting point and the search window will be properly positioned!

Credit Check - A check of this customer's outstanding invoices will be made to see if he is in adherence with your credit terms. This check includes both system-wide specifications made in the System Configuration and the individual customer limit made in Customer Maintenance.

Contract Coverages - The database will be searched for existing service contracts and you will be apprised of the coverages in effect. If this customer has a Block Time Contract, you will be told the balance of hours available.

Existing Service Orders - You will be presented with a list of existing orders, if any. Review these orders for a similar complaint so you can immediately tell if the order has already been entered or there is a recurring problem.

Purchase Order Required - If this customer requires a purchase order to be used for any service work, you will be notified.

Technician Assignment - Dynamite will help you assign a technician based upon zip code, territory, etc.

Decadent Fudge Cake

One of our entries in the San Diego County Fair, 2002:

Ingredients

1 C	Butter, softened
1-1/2 C	Sugar
4	Eggs
1/2 tsp.	Baking soda
1 C	Buttermilk
2-1/2 C	All-purpose flour
1 C	Semisweet chocolate mini-morsels
8 oz	Sweet baking chocolate bars, melted and cooled
1/3 C	Chocolate syrup
2 tsp.	Vanilla extract

Topping

4 oz	White chocolate, chopped
2 Tbsp.	Shortening
1/2 C	Semisweet chocolate mini-morsels
2 tsp.	Shortening

Preheat oven to 300 degrees.

In large mixer bowl, cream butter. Gradually add sugar, beating well at medium speed. Add eggs, one at a time, beating after each addition.

Dissolve baking soda in buttermilk, stirring well. Add to creamed mixture alternately with flour, beginning and ending with flour. Add 1 cup mini-morsels, melted chocolate, chocolate syrup, and vanilla, stirring just until blended. Do not over beat.

Spoon batter into heavily greased and floured 10-inch Bundt pan. Bake for 1 hour and 25 to 35 minutes or until cake springs back when touched. Invert cake immediately onto a serving plate and let cool completely.

Combine white chocolate and 2 tablespoons shortening in top of a double boiler; bring water to a boil. Reduce heat to low and cook until mixture is melted and smooth. Remove from heat. Drizzle over cooled cake.

Melt 1/2 cup mini-morsels and 2 teaspoons shortening in a small saucepan over low heat, stirring until smooth. Remove from heat and let cool. Drizzle over white chocolate.

See photo next page. Our staff is available for taste testing.

Dynamite Reseller Corner

This is a new section of our newsletter intended to provide timely information and special notices for resellers. If you are not a Dynamite reseller, read no further.

We know that you are not a reseller but insist on reading this column anyway. The FBI has been notified of this fact and your phone will be ringing...just...about... now.

CO-OP on a “Hands Free” faxing campaign

A new Dynamite faxing service is available from our friends at RJI Data Systems out of Vancouver. This campaign has proven results and will get you real sales leads! Ron Jasper (RJI Data Systems) got **five solid leads** and Mary Clark (Computer Systems and Programming) got **six**. And half of them were for full accounting systems in addition to a Dynamite solution.

Here’s how it works. RJI will purchase a focused mail list on your behalf that will reach prime service SIC codes. They will format a one page fax with **YOUR** return name and address then send out the faxes. If the fax number is invalid, they will attempt to obtain a valid one and resend the page. The charge for this service is only \$1.08 for each fax. If this service is executed by August 1st, South By Southwest will fund **ONE HALF of your cost!** This funding will take the form of a credit on your next Dynamite sale within 60 days of the faxing.

For example, if you purchase 1,000 names from RJI, they will purchase the list and fax out a Dynamite flyer. Your initial charge will be \$1,080. Upon verification from you and RJI, your account will receive a \$540 credit thus reducing your cost to \$540. If your success rate is the same as Ron’s or Mary’s, you should receive five solid leads and your cost would only be one hundred dollars each!

Contact RJI Data Systems at: 604/982-3282 or rjasper@rjidata.com

Upcoming Reseller Conferences

South By Southwest will be exhibiting at ACCPAC Partnership in Las Vegas in August and VarFest in San Francisco at the end of September. Stop by our booth and attend our presentation if you’re going. Plenty of Dynamite Hot Sauce will be available!

Top 10 Reasons for Reselling Dynamite Generation 3

10. Extensive system features including three languages: English, Spanish, and French
9. Open a service order and assign a technician in under 15 seconds!
8. Real time, invisible integration with Advantage, Pro Series, Vision Point, Alere, and AccountMate
7. Track record of developer commitment for 12 years
6. State-of-the-art technology including an Internet solution
5. Famous technical support – free to resellers
4. Painless & timely updates via our web site
3. Internet training and Firecracker 500 Club included
2. Free “live” demonstration kits and pre-sales support
1. The service industry has the greatest potential and is ripe for automation

Oh, we can’t forget about the free Hot Sauce!

In house copy of Generation 3

Although we think that our NFR discount for copies of Dynamite is a good deal, we’re going to make it better! If you purchase an in-house copy of G3 by Labor Day, the discount will **increase by 10%**. And that price **INCLUDES** two Internet Training sessions AND a full software subscription. We’d tell you what the net price is but your customer is still reading this column.

