



DY-Computes

Dynamite Newsletter

Late 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.

Version 10.20 of Dynamite Generation 3 is now available for downloading. New features include:

- Enhancement of contract processing
- Enhancement of invoice printing options
- Addition of marketing tools
- Addition of General Knowledge answers to guide
- Addition of Help button to all screens
- Minor system enhancements and corrections

Version 8.8.5 of Dynamite 2000 is also 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 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.

Factoid

Each king in a deck of playing cards represents a great king from history:

- Spades - King David
- Hearts - Charlemagne
- Clubs - Alexander the Great
- Diamonds - Julius Caesar

"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



Summer Product Discount Expiring

From now until Labor Day, all Dynamite products will be discounted by 10%. This includes Generation 3, DynaTech, and e-Dynamite. If you've been thinking about purchasing Dynamite or upgrading from an older version, now's the time. You can save hundreds of dollars if you place an upgrade order by September 2, 2002. Upgrading from an older version of Dynamite will be discounted by what you originally paid for that copy.

Here's an example:

If you currently have 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 Dynamite 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 a current software subscription.

On top of this great summer deal, the Generation 3 price **includes** two Internet Training Classes and a software update subscription for a full year!

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

Dynamite Reseller Corner

This is a new section of our newsletter intended to provide timely information and special notices for resellers.

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 complimentary software subscription.

No Competition

It is our policy not to sell directly to your customer. While we will conduct marketing campaigns to locate organizations interested in Dynamite, all leads are forwarded to qualified Dynamite resellers. No exceptions.

Focus on Generation 3

Customers don't grow on trees and in this economy it is necessary to beat the bushes to find the next sale. But rather than spend time continually looking for new customers, why not concentrate on selling more to your existing customers. The easiest sale to make is to a satisfied customer.

In addition to the typical customer purchase reports, Dynamite has a very unique report that shows you who your best customers are. The Top 40 Customers report scans your accounting data bases for all sales during a specified time period. You can also enter the number of customers to be listed. The old rule of thumb that 80% of your sales are made to only 20% of your customers usually applies.

A sample report is shown below:

Hind Sight Investment

If you invested \$1,000 in Nortel stock a year ago, it would now be worth \$1.10. Enron stock would be worth \$0.10 and Worldcom less than \$0.15.

If you had bought \$1,000 worth of Budweiser beer (not the stock), drank all the beer, and recycled the aluminum cans, you would have \$214 in cash!



Charlene Francel's Blue Ribbon entry in the San Diego County Fair, Silk Floral Decoration Division

Date 07/23/02

SAMPLE COMPANY Top 40 Customer Sales

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Customer	Company	Sism	Quantity	Sales	Last Date
CASH	Cash Sales	DA	9	1,925,079.44	04/16/01
ACP1	American Chemical Products	DG	3	1,609,932.34	01/01/02
FCO1	Florida Computers	AM	1	1,445,399.99	04/15/99
AED1	Atlantic Edison	HQ	2	1,200,271.95	01/26/02
MCG1		AM	2	515,414.90	//
Selection				6,696,098.62	
Total sales				8,157,537.84	
Percentage				82.08 %	