



Maner Costerisan

Certified Public Accountants
Business & Technology Advisors

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Do you know another organization with business system issues?

It's true for any business-the absolute best new business prospects are referrals from current customers. It's easy to understand why. As a customer, you know what we can do better than anyone. And you are likely to have a sense of which of your friends' and colleagues' businesses would best be served by us. So we would be especially honored if you sent a referral our way. Please take a moment to think of another organization that could benefit from Microsoft Dynamics GP or CRM and our services and then email [Christine](mailto:cstrukel@manersolutions.com). And thank you sincerely in advance for the recommendation.

eNewsletter

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Greetings!

How much is your reputation worth? It's difficult to assign a monetary value to an intangible asset like "reputation." But chances are you've spent a great deal of time and effort building your company's good name. That's invaluable because, when problems occur, customers are more likely to remain loyal if you have a reputation for integrity. Recently, we've seen prestigious brand names such as Toyota, Goldman Sachs, and BP tarnished by PR disasters. It will take years for those companies to regain their customers' trust. That's something to think about when you're considering your next software purchase. After all, technology releases come and go - but you need a reseller who is in it for the long haul. A good reputation may be hard to quantify on a balance sheet, but one thing is certain; we take pride in our reputation and will never take your trust in us for granted

Regards,

Christine Strukel
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Ready, Set, Go Global

It looks like most CPAs in this country are gearing up for the move toward global accounting standards, likely to be adopted in 2015. A new survey by the American Institute of Certified Public Accountants shows growing awareness for the International Financial Reporting Standards (IFRS), along with the recognition that expert knowledge will be necessary when they are implemented. IFRS have already been issued for small and medium-sized entities; it turns out survey respondents are still a bit unsure about adopting them. [Click here](#) to find out what your peers are thinking.

Microsoft Dynamics GP



Fun Fact

The parachute was invented by DiVinci in 1515.

Video: General Overview of Microsoft Dynamics CRM

[This video](#) will provide a navigation overview of Microsoft Dynamics CRM Online via the Outlook client and Internet Explorer Web Browser.

3 Users for a Buck

Hurry, the best Microsoft Dynamics promotion is ending on June 25th. You can purchase up to 3 users for just \$1. This could mean a savings of up to \$12,000! Contact James at (517) 886-9513 for more information today!

The new iPhone

The new iPhone took center stage this month. [Click here](#) to ready what's new in iPhone 4.

Contact Us

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Corporate Blogs: What You Don't Know CAN Hurt You

If you think writing a corporate blog is the same as writing a press release, think again. A successful blog offers valuable information, builds credibility and creates a two-way dialog with readers. In fact, sounding like a press release or an ad is not recommended. Here are two articles chock-full of advice for creating a successful company blog, with inside tips on understanding the blogging culture, how to optimize content for search engines, and ideas for generating articles. The payoff - higher SEO rankings for your site and high marks for innovation - is well worth the effort. [Click here](#) to read more and get blogging!

Virtualization Nation

Here's a sobering thought: "About 70% of a typical IT budget in a non-virtualized datacenter goes towards just maintaining the existing infrastructure, with little left for innovation." No wonder so many companies are jumping on the cloud computing bandwagon. But what is virtualization, and how does it work? The experts are VMware answer those questions and more in this informative piece. Along with listing the "Top 5 Reasons to Adopt Virtualization Software," they explain what a virtual machine actually does - and you don't have to be a rocket scientist to understand it. [Click here](#) to read more. Now, if only someone could virtualize a traffic-free commute!

And the winner is...Fixed Asset Management in Dynamics GP!

If "America's Got Talent" ever featured the world's best financial management tools, Fixed Asset Management in Microsoft Dynamics GP would be a star performer. Among its many talents: it makes depreciation easy, by putting 16 different methods at your fingertips. A real trouper, it multi-tasks by capturing asset data for tax or reporting purposes while performing depreciations, averaging or comparisons across assets. And it shines in ensemble productions, integrating perfectly with other Microsoft Dynamics GP modules. To see what everyone's raving about, [click here](#) and get to know this exciting performer.

What does ERP mean?

Since we sell accounting software we use the term ERP. Many people ask what ERP stands for.

Short answer: Enterprise Resource Planning

Long answer: Enterprise resource planning (ERP) is the industry term used to describe a broad set of activities supported by multi-module application software that helps a manufacturer or other business manage the important parts of its business. These parts can include product planning, parts purchasing, maintaining inventories, interacting with suppliers, providing customer service, and tracking orders. ERP can also include application modules for the finance and human resources aspects of a business.

The xRM Advantage for Solution Builders

Solution builders, whether they are in-house IT departments, system integrators, or ISVs, are under pressure to deliver custom solutions with lower development costs and long-term maintenance budgets. Recent industry experience shows that application platforms can provide the means for solution builders to be strategic while simultaneously cutting custom solution costs. [This paper](#) will examine the ways that application platform choices can drive the success of the solution builder as a value-added strategic partner, with particular focus on the capabilities of the Microsoft Dynamics® CRM xRM application framework.

Y2K Revisited

Ten years ago, the world held its collective breath at midnight on New Year's Eve, as the nineties ticked over and a new century was ushered in. Would cars stop working? Would missiles mistakenly launch? Would the financial markets fall apart? We were all worried about the Millennium Bug, that little glitch programmers at the dawn of computing unwittingly created by using two-digit dates instead of four-digit ones, so when the date "99" became "00" critical systems everywhere might believe the world had reverted to 1900. [Click here](#) to see if your accounting system is about to expire.

About Maner Costerisan

Microsoft Gold Certified Partner specializing in Microsoft Dynamics GP ERP and Customer Relationship Management (CRM) Solutions.

The leading Microsoft Dynamics GP (formerly Great Plains) partner in mid-Michigan. Serving clients throughout Michigan, Northern Indiana and Northern Ohio, Maner Costerisan is well known for its ability to meet and exceed client expectations.

In today's economy, vision, speed and accuracy are the keys to organizational success. Maner Costerisan understands these principles and has provided them to clients for over 100 years.

As a CPA firm, we understand the importance of customer service. Unlike many of our competitors who focus on selling software, we are a professional services firm first and foremost and our focus is on the well being and business success of our clients. With a highly satisfied client base of over 140 Dynamics GP clients, Maner Costerisan effectively and professionally services clients throughout Michigan and the Great Lakes area. Visit our website at www.manersolutions.com.

