



# Maner Costerisan

Certified Public Accountants  
Business & Technology Advisors

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## Solutions Conference

Join us for this great opportunity to participate in a one of a kind local conference. There will be a variety of sessions, speakers, hand-on sessions and more! Learn more on how to leverage your existing business solution and the exciting new way to do business in GP 2010!

**May 19, 2010  
9:00 am - 4:00 pm**

Greater Lansing Association of  
Realtors Conference Ctr

4039 Legacy Pkwy.  
Lansing, Michigan

\$30.00 per person. Space is  
limited so [register today!](#)

**Do you know another**

**eNewsletter**

**April 2010**

Greetings!

We are excited to be attending Convergence in Atlanta on April 24 - 27th. Convergence is big and even bigger this year. The Convergence Expo is sold out! It is the once a year event where we all come together to learn more about Microsoft Dynamics. If you are not going to Convergence this year, we will have plenty of news and information to share with you next month. You can browse the exhibitors and review all the terrific learning opportunities by clicking [here](#).

Regards,

Christine Strukel  
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Maner Costerisan

**Microsoft**  
**GOLD CERTIFIED**  
Partner

**ERP Software Spotlight: Microsoft Dynamics vs.  
Other Enterprise Solutions**

Panorama Consulting recently did an ERP Study surveying over 1,400 companies that recently implemented a new ERP system. See how Microsoft Dynamics compared to SAP, Oracle and other Tier 2 systems. Some of the

## 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. Take a moment to think of another organization that could benefit from Microsoft Dynamics GP or CRM and our services and then email [Christine](#). And thank you sincerely in advance for the recommendation.

## Microsoft Dynamics GP



## Fun Fact

By the year 2012 there will be approximately 17 billion devices connected to the Internet.

## 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.

## Weakening Firms Focus on Cuts, Not New Products

Weakened companies appear to be focusing more on cutting operating cost. The good news is that most executives see a brighter year ahead: 74% of the respondents say they expect their companies' profits to rise over the next 12 months, up from 46% in December 2009. Source: McKinsey Global Survey

highlights:

- Lowest Cost - predictable and consistent
- Employee satisfaction was the highest

You can view the video [here](#). You can download the full 2010 ERP Report [here](#).

## Load the Pipeline Marketing

Did you know that [Microsoft Dynamics CRM](#) is not just for managing your customers and sales efforts? Microsoft Dynamics CRM offers marketing management and automation so you can market more effectively, improve productivity, and gain actionable insight into your marketing campaigns.

When sales numbers are below targets, the sales team is pointing fingers at marketing because they aren't bringing in enough leads and marketing is saying it is the sales department fault because they don't know how to follow-up on a lead. Does this sound familiar?

Ultimately both sales and marketing need to have access to a unified set of business data and then use that "single version of truth" as the basis for both business planning and subsequent sales and marketing activities. [Click here](#) to see a demo of how you can manage a marketing campaign using Microsoft Dynamics CRM. Want to learn more? [Contact us](#).

## Microsoft Rolls out CRM for Nonprofits

The [Microsoft Dynamics CRM](#) team has made a Nonprofit Solution for CRM Online available today. The functionality included in the Solution will allow a Nonprofit/NGO to get up and running with a cloud based solution in a few minutes. **The price for CRM Nonprofits/NGOs is \$9.99/user/month.**

The solution comes with functionality for:

- Donation and pledge management
- Member and constituent management
- Campaign management
- Case management
- Event management

Results.

## Contact Us

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- Tailored dashboards and reports

NGOs can manage constituent and donor engagements from within the browser or from within Outlook and have the ability to take data offline and work in a disconnected mode as well.

"Nonprofits and NGOs are always challenged with doing more with less," said Sarah Barnhart, senior program manager of community affairs at Microsoft. "We see technology being a key enabler of helping nonprofits to reduce administration and focus their resources on where they can have the biggest impact. Microsoft Dynamics CRM for nonprofits and NGOs includes customized features that simplify administration and management for organizations of every size."

To find out more please [contact us](#).

## Three Users for a Buck



Microsoft is excited to announce **"Three Users for a Buck"** - a Microsoft Dynamics (U.S.) promotion targeting growing and medium-sized businesses that wish to take advantage of the rich functionality, low cost of ownership, and rapid deployability offered by Microsoft Dynamics GP. The promotion allows customers to purchase their first three Advanced Management (AM) or Business Essential (BE) user licenses for \$1 (US). This offer applies to new customers making their initial purchase of Microsoft Dynamics GP. The offer is effective Monday, March 15, 2010, and available until end of business day Friday, July 1, 2010, all new customers may be eligible to take advantage of this special offer. For more information please [contact us](#).

## 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](http://www.manersolutions.com).