



TECHNOLOGY SOLUTIONS DIVISION
ECHELBERGER, HIMEBAUGH, TAMM & CO., P.C.

EHTC Technology Solutions

July 2006 Partner and ISV News Letter

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Contact Us

<http://www.ehtc.com>

BrianC@ehtc.com

It Pays to WOW!

In today's highly competitive business environment, it takes more than just routine business practices to win new customers and retain current ones. This article, written by Pierre Hulsebus (EHTC Technology Solution's Customer Relationship Manager), describes one company's wild success using techniques that impress customers, prospects, employees, and their stockholders.

At Commerce Bank, you can hear the customers saying "Wow," and the stockholders saying even louder, "Wowie!" With a stock that has grown 850% in the past twelve years, Commerce Bank has made its mark in the banking industry as an unconventional maverick by attacking conventional banking policies that are not customer-friendly. Commerce has a "Kill a Stupid Rule" program. If an employee identifies a rule that prevents them from wowing customers, they'll get fifty bucks -- a nice incentive to keep looking out for the customer. Here are four things Commerce is doing today that retain their best customers and win new ones.

[Read More](#)

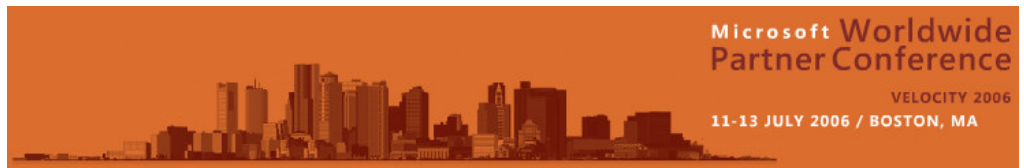
Announcing the Release of INFUSE 360

It's here, the integration between Dynamics SL 6.5 and Dynamics CRM 3.0. We call it *Infuse 360*. Our customers are calling it GREAT. "You're going to sell a ton of this stuff," is what one satisfied customer told us after installing Infuse at his site. Jeff Rund of Talus Technology, an MBS Partner said, "I have worked with some of the other integrations in the past and this one really impresses me with the functionality and stability of the product."

With the release of Infuse 360, we can now integrate Dynamics SL (previously Solomon) versions 5.5, 6.0 and 6.5 with Dynamics CRM (previously Microsoft CRM) 1.2 and the new 3.0. This integration is still just as powerful and flexible as before, but with the new capability of Dynamics CRM 3.0, the integration will have sales and marketing people going nuts. Finally, they will have access to all the SL sales history in CRM. They will be able to slice and dice it any way they want, leading to more focused campaigns and successful marketing plans.

[Learn More About Infuse](#)

[Read the Press Release](#)



Worldwide Partner Conference 2006 We'll Be There

Let me introduce myself. My name is Brian Crooks and I am the ISV Product Manager at EHTC Technology Solutions. We won't have a booth at WPC 2006 but I would like to talk with you while we are there. If you would like to talk about any of our ISV Products or about becoming a partner with EHTC look me up ... or better yet, schedule a meeting with me. You can schedule a meeting with me using RIO or by sending me an Outlook meeting request. I look forward to talking with you.

If you're not going to WPC, please don't let that stop you from scheduling a meeting: call me! Or save a dime by sending me an invitation and I will call you. EHTC is looking to build some great relationships and profitable partnerships. My email address is BrianC@ehtc.com and I can be reached at 800-404-2065. Just ask for me and our friendly receptionist will put you right through.

Below is a short list of the ISV Products we currently have available. You can learn more by clicking on the menu items on the left or by giving me a quick shout.

INFUSE FOR MICROSOFT DYNAMICS CRM AND MICROSOFT DYNAMICS SL

KEEP MICROSOFT CRM AND MICROSOFT SOLOMON IN SYNCH with Infuse – *the connection that helps you focus on business opportunities by eliminating information gaps across your enterprise. Infuse maximizes your Dynamics CRM and Dynamics SL investment by supporting key customer-related business processes and making the information visible across departments. This integration enables both applications to share customer-focused information and recognize critical data from both systems, thereby allowing you to see one consolidated view of your customers.*

ECHARGE

PROCESS CREDIT CARDS EASILY with eCharge – *a utility that delivers a flexible, yet powerful and secure credit card processing solution for Microsoft Dynamics SL. eCharge enables you to verify credit card payments in real-time. Whether you are taking orders on the phone, from the web, or at the counter, eCharge offers a solution that compliments your distribution work flow process.*

INVENTORY PLANNER

PLAN YOUR INVENTORY EFFECTIVELY with Inventory Planner *automating the purchasing process in Microsoft Dynamics SL. Using min/max and reorder point logic, this application generates reviewable purchase orders as required. Not all companies need an overly-sophisticated replenishment process; they may simply need a tool that tells them when stock is getting low, and then automates the purchasing process. That's exactly what IN Planner does.*

AUTOPOG

CREATE PURCHASE ORDERS FROM SALES ORDERS with AutoPOg *facilitating the process. AutoPOg creates purchase orders directly from sales orders in Microsoft Dynamics SL. Unlike other utilities, including out-of-the-box Dynamics SL, AutoPOg allows the processing of non-stock items and the ability to aggregate lines from multiple sales orders (and different shipping addresses) onto a single vendor purchase order.*

AUTO KIT BUILDER

BUILD KITS AUTOMATICALLY with Auto Kit Builder *managing your kitting process. You no longer need to maintain an on-hand supply of built kits or worry about updating Microsoft Dynamics SL after a sale to make sure your inventory stays current and accurate because Auto Kit Builder builds the kits from their component parts as they are sold.*