

DATABASE BY DESIGN, INC.

Push Profits Design Intelligence into Your Database

Is your information management system living up to its full potential?

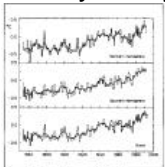
Your information management system can be more than a glorified filing cabinet. It can actually help increase your profits and lower your costs. When you enhance your system to make it 'smart', you can realize these results:

- ✓ Minimize waste and inefficiencies
- ✓ Respond to changing market conditions more effectively
- ✓ Identify more opportunities for growth
- ✓ Increase your client retention rates by improving customer service

Most information systems are designed for simple tasks. Data is stored by a user only to be recalled later for printing reports. While such a system provides value by improving these tasks, it offers little to increase your organization's bottom line.

Your information management system can push up profits!

You can tell your information management system how to analyze the information that is contained within it and then make recommendations. You can have an 'expert system' by making it perform advanced tasks that are designed to heighten efficiency and profitability. Allow your system to perform various tasks, such as the following:



- ✓ Analyze sales trends to provide better forecasts of continuing sales efforts
- ✓ Prevent resource shortages: Alert when inventory and order levels meet certain criteria
- ✓ Verify that sales meet minimum profit margin percentages
- ✓ Assist in quote generation by drawing from previous quotes and production information



Become a Profit Detective:

Start with your income statement. Look for areas where better information would result in higher profits. On the income side, how can you better manage your sales and the sales process? What information would help you locate/match ideal customers to your product or service?



Profit can be enhanced by keeping expenses to a minimum. Do you wish to tightly control certain expense items? What details are lacking about your resource usage that could help you make better management decisions? Do materials used in your product/service fluctuate in pricing? Would a better monitoring and forecasting tool help you in this area?

Think about new ways to gain useful information from your data management system. At Database by Design, Inc., we've been helping organizations enhance their information management systems to become a more valuable asset. Contact us so we can help you add intelligence to your database programs!

Database by Design, Inc. - (503) 579-4638

info@mycustomdatabase.com

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(Previous Newsletters)

Next Month's Topic: Database security: Keeping your clients informed without breaching security