



Advantage Update

Newsletter For The Advantage Community

Summer 2003

The Taunton Press Adds Fine Fulfillment With *Advantage*

ACS would like to welcome The Taunton Press to the *Advantage* family. The Taunton Press, located in Newtown, CT, has been helping hands-on enthusiasts get a head start since 1975. Their titles include *Fine Woodworking*, *Fine Homebuilding*, *Fine Cooking*, *Fine Gardening*, and *Threads*. *Fine Homebuilding*, which has a circulation of more than 300,000, was recently named 13th in the *Chicago Tribune's* list of the 50 Best Magazines.

Taunton had been using a homegrown system, but wanted a circulation system that could handle all of the various complex aspects of their business.

Corey Mantel, ACS Director of Customer Service, was an avid reader of Taunton publications and called the publisher to tell them he thought they should be using *Advantage*. He spoke to **Pat Williamson** at Taunton – no admitted relation to **Sam Williamson** – and she agreed to see a demo of *Advantage*. They found *Advantage* to be a fine fit, and made the decision to convert, choosing to implement not just CIR and PRO, but Advertising, Reader Connection and Contact Management as well.

The ACS Implementation Team consisted of lead engineer **Barbara Smith**, data conversion specialist **Dan Sneed**, Project Manager **Gurmeet Sawhney**, PRO/ARP Product Manager **Jim Austin**, and Project Director **Tim Zapawa**. Taunton went live on *Advantage* in early June. ✓

Newsweek Education Does Its Homework, Picks *Advantage*

The Newsweek Education Program provides students in middle school through college with a Newsweek subscription at discounted rates. It also gives teachers accompanying resources and lesson plans that are designed to help students make the connection between what they are learning in the classroom and today's events. More than 700,000 students benefit from this program each year.

When Newsweek decided to move the Education program to a new system, Circulation Manager **Maureen Costello** was worried that she would not be able to find a system that could handle all of the unique requirements of the Mountain Lakes, NJ-based division. They needed a system that could track sales by numerous levels, produce customized reports, track and manage regional salespeople, as well as provide other special customer service requirements. After the implementation, however, Costello, Fulfillment Manager **Jule Girman** and Fulfillment Director **Barbara McGee** report that they keep finding the advantages of *Advantage*.

The implementation process began in January with Project Manager **Mike Miklosovic**, Project Director **Bill Pinard**, and Lead Engineer **Dave Rees** on the job. Newsweek Education successfully went live on *Advantage* on June 2, 2003. ✓



Lawrence Erlbaum is Psyched about *Advantage*

Lawrence Erlbaum Associates, Inc. (LEA) is an international publisher and distributor of more than 80 journals and 4,000 books. The 30-year-old company is based in Mahwah, NJ, and specializes in the areas of psychology, management and organizational studies, education, and communication disorders.

LEA was looking to integrate their book and journal departments and wanted a system that could effectively manage specialty orders, e-books, and print-on-demand. They chose *Advantage*, and we are glad to welcome them into the *Advantage* community.

ACS Project Manager **Gurmeet Sawhney** is heading up the implementation along with **Bill Pinard**, **Dan Sneed**, and **Barbara Smith**. LEA is expected to go live on Product Order in late 2003 and on Circulation in 2004. ✓



FYI From ACS:
 Microsoft to Stop
 Windows 98
 Support

Microsoft recently announced a new policy regarding the life-cycles of its products. According to the announcement, each desktop operating system will go through three distinct phases during which varying levels of support will be offered to users. When these phases have run their course, the product reaches End-of Life, and Microsoft ceases to offer any support for that system. This policy not only applies to newly released and upcoming systems, but also to previously released systems.

Microsoft ceased to offer no-charge incident support and hotfix support for Windows 98 and Windows 98 SE on June 30, 2003. Paid incident support will be available from now until January 16, 2004, when Windows 98 and 98 SE enter the Non-Supported Phase. Once this phase begins, the only form of support available will be on-line self-help. A year later, these operating systems will reach End-of-Life, when no support of any kind is offered.

Although ACS has no current plans to stop supporting Windows 98, we recommend that clients still using it make plans to move off of it, if possible, for these reasons. Windows 98 is generally less stable, screens are slower to draw, and bugs still surface that have no known fix forthcoming from Microsoft. If you are interested in upgrading operating systems, contact your Senior Account Manager. ✓

Like Clockwork

ACS takes pride in the comprehensive knowledge of the publishing industry *and* our product



amassed by our employees over the company's two and a half decades. For proof of that experience and knowledge, look no further than the eleven ACS staff members who have been with the company 20 years or more.

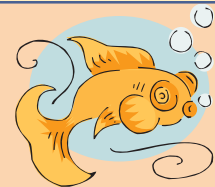
Bob Gray, Linda Lorenz, Phil Montgomery, Jim Austin, Stan Pyett, Roger Varblow, Ken Nemerovski, Greg Marshall, Pete Oas, Dick Hile, and Ray Zick have a combined 237 years of experience at ACS. Eight of these distinguished employees work in engineering and have been developing the *Advantage* system since its beginnings. When this group began working at the company, Microsoft hadn't even announced Windows, and Windows 1.0 didn't hit the shelves until two years after that. In fact, they've been working at ACS for so long that the Detroit Tigers actually won the World Series during their tenures.

To honor their dedication and service to the company, ACS recognizes 20-year employees with a mantle clock from Howard Miller (see photo). Three other ACS employees will reach this significant milestone in 2003. ✓

Nemo's Findings

by Ken Nemerovski, Sales Manager

When I began my sales career at T and B Computing in 1982, I was told, "Just be yourself, Nemo, and you'll be successful." At that time, the computers we sold cost \$150,000 - \$500,000... performance was measured in MIPS (Millions of Instructions Per Second)... memory was offered in quarter-megabyte units... disk drives were the size of washing machines... and we were proud to offer 10 or 12 software modules.



Twenty-plus years later, servers contain multiple processors, can be purchased with "cookie jar money," and are the size of a toaster oven... MIPS have been replaced by megahertz and gigahertz... memory is available in gigabytes... disk drives are smaller than videocassettes... and there are more than 30 *Advantage* modules. During this time, I've worked for the company under three different business names... with three different owners... in four locations. The one thing that hasn't changed is my approach toward prospects and clients. I start every day "just being myself," and most of the time, I have a successful relationship with our customers. ✓

Advantage Summer Interns

The *Other* 20-Year Club

While some employees have more than 20 years of experience working at ACS, the summer interns each have about that much experience, period. The summer interns help out with various tasks while gaining knowledge about the company and its software and services. Sometimes, the internship turns into permanent employment. Nine current employees were once interns at ACS.

Samantha Stegenga

Paul Sauter



John Hile

Samuel G. Williamson

Katie Morpew

John Hile, 20, is a junior at Hope College in Holland, MI. He has a minor in Classical Languages and is taking classes in both English and Religion. This is John's third summer working at ACS with the QA, Documentation and Sales teams. In his spare time, he plays soccer, volunteers with youth at his church, and enjoys writing.

Samantha Stegenga, 19, is a sophomore working on her Business major at Michigan State University. Some of her interests include running, playing with her Lab puppy, and reading. She also has hopes to study abroad in Australia. Samantha helps part-time at the Receptionist's desk and performs other administrative tasks for ACS.

Samuel G. Williamson, 19, is a sophomore studying Computer Science and German at Calvin College in Grand Rapids, MI. He loves flying and is on his way to obtaining a pilot's license. He also is an accomplished downhill skier. This summer he is assisting the systems engineers in ACS' development area.

Paul Sauter, 20, is a junior majoring in Computer Science at the University of Michigan in Ann Arbor. He plays hockey, is a member of the Michigan Boxing Club, and likes to keep up with sports and politics. Paul is helping the engineers with application-level enhancements this summer.

Katie Morpew, 19, is a sophomore majoring in Psychology at Michigan State University with a minor in Spanish. She has been playing the flute for nine years and is a big Star Trek fan. She has ambitions to travel in the future after spending some time in Spain last summer. Katie works part-time as a Childcare Associate in the ACS Children's Center.

Tech Tips....

Keeping a set of records selected during a DBAccess session:

If you want to keep your selected records - for use at some future time - use the KEEP command.

The KEEP command is a toggle: Keep Yes / Keep No. Each time you type KEEP <Select_name> you are toggling the choice to keep it or not.

Example:

```
DBA
OPEN CIRSUB-M
SEL AS STRANGE_SUBS SUB.CTG-ID ='123AAA'
Selected 75 out of 239,345 records
KEEP STRANGE_SUBS
Selection 'strange_subs' will not be deleted when you
exit dbAccess.
CLOSE DATA
OPEN CIRSUB-M
USE STRANGE_SUBS
```

Use the SHO SEL command to determine if your selected records will be kept:

Command: sho sel

Selection	Main Rec	Keep	Selected
adr1	CDSADR-M	-	2168 of 2435
adr4	CDSADR-M	Y	2153 of 2168
adr5	CDSADR-M	Y	2107 of 2153

Advantage Update is produced by ACS for our clients. To submit any ideas, comments or questions contact:
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Tech Tips...

You can use Control-P to send images of dialog boxes to the printer.

You can use ALT-Printscreen (from your keyboard) to capture an image of the dialog box (or screen) to paste into an email or document.

On many screens with radio buttons on the left side, you can use the mouse to highlight and then right-click to get a list of functions for the selected item.

For Windows 98:

To open *Advantage* reports in Windows Explorer (Windows 98 only) using the *Advantage* report viewer: Add report.exe to your list of file types in the Folder Options dialog box. Then associate *.report with the report.exe icon. Now you can browse your report folder and open your reports automatically in *Advantage's* report viewer. This gives you the new report header format, as well as warnings when you need to change the font to print your report. Report.exe is found in the Advantage\run\i386 folder on your server.

And More Tech Tips...

If you refresh or re-install SQL - you need to make sure you have added a bcp_user as a SQL user. This process is required for an *Advantage* user to be able to perform certain database transactions.

