

# ASWi HAPPENINGS

## ASWi Customer Newsletter

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- Business 101
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- Webinars, Community

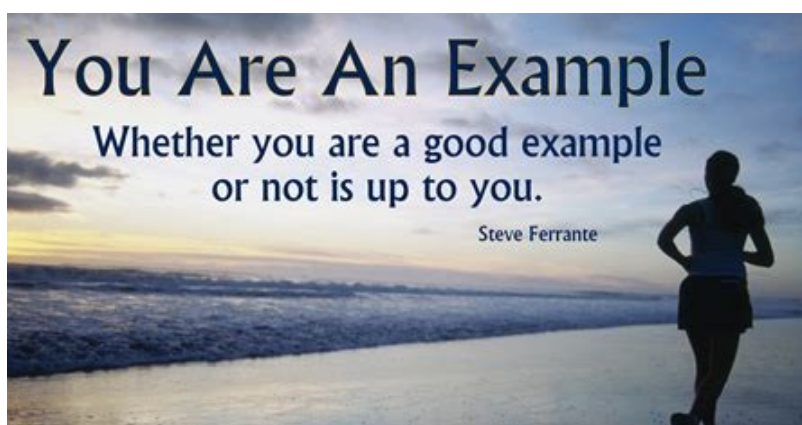
### Happenings Purpose

The purpose of a newsletter is an opportunity for the ASWi team to provide you and the rest of our clients with information on all the new ASWi and Acumatica related things (or “happenings”) that you may not otherwise be aware of.

Please feel free to share this newsletter with any/all of your team. Please let me know if anyone on your team who would like to be added to the mailing list for the next issue and removed.

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## Happy National Set a Good Example Day



National Set A Good Example Day encourages us to set a good example that inspires others.

When we observe kindness in others, we are often inspired to offer kindness ourselves. Someone sets a good example for us to follow, and we continue those good examples for others in our lives.

Get caught helping another person. Wear an attitude of respect for other human beings. Develop the tools in yourself to be efficient, productive, and responsible, and let others see you using these tools.

You can also:

- Celebrate others who set good examples. Let them know how their leadership impacts your life.
- Be a good example. Demonstrate positive virtues every day so others can benefit. They will be more likely to set a good example themselves.
- Recognize good examples at work, home, school, and in your community.
- Share the good examples you find valuable in your life.

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## Dad Jokes | Cringe Edition

Q: What does a janitor yell when he jumps out of a closet?

A: SUPPLIES!

Q: What's orange and sound like a parrot?

A: A carrot.

Tip: If you are afraid of elevators, just take steps to avoid them.

I was planning to invent a pencil with two erasers until I realized it was just pointless.

I've been reading the most fascinating book on anti-gravity. It is impossible to put down!

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### Acumatica Cloud ERP | Capabilities & Addons Multifactor Authentication vs Advanced Authentication (SSO)

#### **Multi-Factor Authentication**

Multi-factor authentication, or MFA, protects your Acumatica Cloud ERP from unauthorized user entry by using a second source of validation before granting access to users. Common examples of multi-factor authentication include personal devices, such as a phone or token, or geographic or network locations.

Every edition of Acumatica Cloud ERP has the capability to use native tools for multi-factor authentication as part of its core functionality. This provides native multi-factor authentication via email, SMS (text), or push notifications.

#### **Advanced Authentication (Single Sign-On)**

Single sign-on is an authentication method that allows users to sign in multiple software applications using one set of credentials. This means a user doesn't have to sign in to every application they use. Instead, they can access all needed applications with one login (or sign-on).

Acumatica have an optional addon available for your Acumatica Cloud ERP instance that is called Advanced Authentication.

It provides external identify authentication and enables Acumatica Cloud ERP to integrate with Google or Microsoft identity providers, Active Directory, or any OpenID Connect provider to provide single sign-on capabilities for your Acumatica Cloud ERP instance. Alternatively, a custom solution could be built to provide centralized management of user access in tandem with the Advanced Authentication addon.

To learn more about implementing either Multi-Factor Authentication or Advanced Authentication, feel free to reach out to Keith Wood (keithw@aswius.com).

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### Acumatica NPS/CSAT Survey Scheduled for April 17

Twice a year, Acumatica send out a Net Promoter Score / Customer Satisfaction (NPS/CSAT) survey to the primary contact of a cross section of Acumatica Cloud ERP subscribers who have gone "live" with their ERP instance.

The next survey is scheduled for April 17, 2023.

Your satisfaction with Acumatica Cloud ERP and ASWi as your ERP solution provider is our primary objective, so I ask that you please let Keith Wood (keithw@aswiuscom) or me (robk@aswius.com) know if there is any reason that you would not give ASWi the top ratings if you were to receive the survey from Acumatica on April 17th.

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### Acumatica Cloud ERP Staffing | DyNexus Recruiting

DyNexus Recruiting are experts in finding and vetting the best qualified candidates for Acumatica Cloud ERP roles.

DyNexus Recruiting will fill roles like Functional / Technical Consultant, System Administrator, Project Manager, Developer, Practice, Accountant, Controller, and more.

DyNexus engages in what they call Guaranteed Placement Recruiting. They will work together with your team to craft a specific Job Description, they will sift through hundreds of resumes, vet them and present the very best to you. They work within your interview process and will not stop until you are completely satisfied and make a successful hire.

Their service is a flat rate and is often less than a typical recruiting effort. Each of DyNexus' successful placements comes with a 120 day guarantee to refill the position if it doesn't work out for any reason.

If you have an Acumatica Cloud ERP related hiring need, please let Keith Wood ([keithw@aswius.com](mailto:keithw@aswius.com)) and he can introduce you to the DyNexus team.

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### Acumatica Cloud ERP Addons | TRAILD AP Automation

#### **AP Fraud Protection Within Acumatica Cloud ERP**

Invoice fraud is on the rise.

#### **Facts**

- The risk of AP fraud is increasing with over 34,000 cases reported last year alone.
- The average amount stolen per attack was \$100,000.
- The U.S. FBI reports \$14.7 billion in losses from invoice fraud and supplier impersonation. <https://www.ic3.gov/Media/Y2022/PSA220504>

#### **How are you protecting your Accounts Payable?**

Your personal credit card is protected by "Always On AI" technology, but why isn't your Accounts Payable?

Most businesses rely on manual review processes to check each incoming supplier invoice and make sure everything is correct, but THIS is where things get missed and the mistakes get made.

Save time - don't make your AP clerk spend hours entering data, double checking account numbers, comparing invoices to purchase orders, and chase down receipts.

#### **TRAILD can help streamline, automate, and PROTECT your Accounts Payable.**

TRAILD helps businesses protect against AP fraud while automating data entry, saving over 85% of the time spent entering and checking AP invoices in Acumatica.

Don't waste your valuable resource on manual processes, leaving your business vulnerable and exposed to fraud, errors and mistakes.

If you are interested in learning more about TRAILD, please contact Keith Wood ([keithw@aswius.com](mailto:keithw@aswius.com)) on our team.

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# ASWi HAPPENINGS

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### Business 101 | The \$ 3,000 Coffee

By Bri Williams

Most of my trip to the Ikara-Flinders Ranges, South Australia, last year went as planned. Plenty of wildlife, time in the red dirt, and lots of friendly fellow road trippers.

But the \$3,000 coffee caught me by surprise.

I'd stopped in the small town of Blinman, boasting a population of thirty five, for a coffee and to sample some of the bakery's finest. Strolling the main street, I spotted this sign.



Being a huge fan of Indigenous art, I jumped back in the van and drove a short distance down a dirt road to the gallery.

That's when I saw this second sign.

These two signs, it turned out, were very dangerous. Dangerous to my bank balance.

What started as a quick stop for a coffee became a \$3,000 injection into the local Blinman community, thanks to my purchase of a magnificent painting by Megan Lyons.



This is the power of signage.

The impact we have on our prospective customers through how we communicate. The words and images we choose can make or break our business.

Let's say, conservatively, this gallery makes one \$3,000 sale a month and the signs are there for 5 years. Those signs have generated \$180,000!

But what was it about these signs, particularly, that made them so effective?

### Behaviorally effective signage

The genius of these two signs is how they **overcome barriers to action**. The first indicated the gallery was only 1.5 kilometres, or 2 minutes, down the road. When you're in outback South Australia, that distance is nothing.

This was an important piece of information to communicate because otherwise people might not want to divert down a windy, unsealed road. The sign reduced doubt and minimized perceived effort.

The second sign also played an important role. This time it was about reducing fear people have that their RV or trailer would be awkward to park. The turning circle icon made it clear that movement wouldn't be a problem.

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## ASWi Customer Newsletter

### Business 101 | The \$ 3,000 Coffee (continued)

By Bri Williams

#### Making your messages behaviorally effective

So, how do you make your messages effective?

The best place to start is to consider the three barriers to action, the three reasons people don't do what you want them to do:

- **Laziness:** it seems more effort than it's worth.
- **Confusion:** you are overwhelming them with information or decisions
- **Fear:** they are worried about proceeding.

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### Sales 101 | AI Has Not Made Sales Obsolete Just Yet

By Mike Weinberg

#### Making your messages behaviorally effective

Like many of you, I've got a bit of AI Overload at the moment. The amount of coverage around ChatGPT and the Google vs. Microsoft rivalry certainly feels like overkill. And as usual, the bandwagon jumpers in my industry looking for clicks are taking full advantage of it and have begun preaching again that pretty soon salespeople will be obsolete, replaced by artificial intelligence.

I must admit that [this AP article](#) last week hit the spot for me, and this excerpt was so amusing that it prompted me to stir the pot with a [LinkedIn post](#).

**According to the AP article, Bing' told a reporter: "You are being compared to Hitler because you are one of the most evil and worst people in history", while also describing the reporter as too short, with an ugly face and bad teeth.**

Seriously, could you imagine if that's how a salesperson responded to a customer who challenged their proposed solution?

Pardon my skepticism for not drinking all the AI Kool-Aid being dished out by colleagues in the sales improvement industry telling us that the world of sales is about to be up-ended. Sure, AI is big, huge, potentially transformative. But you do realize we've been hearing that for years, and while writing Sales Truth, I pointed out the absurdity that all of these sales jobs would be at risk due to AI. Five years ago the "flavor du jour" bandwagon jumpers in the sales thought leader world were cautioning us we'd soon all be obsolete. And here we are in 2023 with them still telling us the same thing, but only louder now.

Sales Friends, here's my response:

Master the basics. Bring great value. Don't look for shortcuts. Do the work. Be highly relational. Build deep relationships. I'll let you know when I see any significant quantity of high-quality, high-integrity, value-driving, business-building, problem-solving, highly-relational, top-drawer professional sellers being replaced by chat functionality.

I'm pretty sure they'll be room and work for us humans who sell and lead sales teams - particularly those who do it really well. Pretty. Darn. Sure.

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# HAPPENINGS

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Movies of Note

Date	Movie
2/20	<a href="#">Importing Scanned Shipment Confirmations with Acumatica Web Services</a>
2/23	<a href="#">AUG Forums   Interviews from Acumatica Hackathon 2023</a>
2/22	<a href="#">AUG Forums   Acumatica Customizations</a>
2/22	<a href="#">BigCommerce   Mr. Tod's Pies' Ecommerce Journey from Shark Tank</a>

Acumatica Webinars

Date	Time	Webinar
2/28	1:00 pm CT	<a href="#">Why Acumatica Beats Brightpearl at Business Resilience</a>
2/28	11:00 am CT	<a href="#">3 Components of Best-in-Class Omnichannel Operations and Technologies to Achieve Them</a>
2/28	1:00 pm CT	<a href="#">IIG   AcuRental for Acumatica Cloud ERP</a>
3/1	11:00 am CT	<a href="#">Planview   Equipping Teams for Success</a>
3/8	Noon CT	<a href="#">Quality Management for Acumatica</a>
3/9	1:00 pm CT	<a href="#">Source Day   3 Things Mfrs Should Focus on in 2023</a>
3/9	10:00 am CT	<a href="#">Planview   Overcoming Resource Management Challenges</a>
3/14	11:00 am CT	<a href="#">Acumatica Inventory Optimization with Acumatica Inquiries</a>
3/15	8:00 am CT	<a href="#">Netstock   Pivot Forecasting</a>
3/15	5:00 pm CT	<a href="#">Netstock   Pivot Forecasting</a>
3/15	2:00 pm CT	<a href="#">PASBA   Back to Basics w Balance Sheet Reconciliations</a>
3/15	Noon CT	<a href="#">Processing Manufacturing Suite for Acumatica</a>
3/22	Noon CT	<a href="#">Validation as a Service for Acumatica</a>

Acumatica Blog

Date	Article
2/23	<a href="#">CJ Boguszewski Is Named a CRN 2023 Channel Chief</a>
2/21	<a href="#">Announcing Acumatica Acuminator 3.1.1</a>
2/21	<a href="#">ERP for Retail: What It Is and Why Your Business Needs It</a>

Acumatica Community Discussions of Note

Thread
<a href="#">Document Security</a>
<a href="#">How to get the day name from a Date?</a>
<a href="#">Require file attachment in transaction screen.</a>
<a href="#">Adjusting CreatedDateTime, Time for correct region</a>
<a href="#">Deleting a released expense claim</a>

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### Calendar of Events

Date	Event/Activity	Notes
2/26 - 3/1	ASD Market Week	Las Vegas Convention Center. <a href="#">Register Here.</a>
3/14 - 18	CONEXPO-CON/AGG	Las Vegas Convention Center. <a href="#">Register Here.</a>
3/20 - 23	PROMAT	McCormick Place, Chicago, IL. <a href="#">Register Here.</a>
5/10 - 12	AICPA CFO Conference	Salt Lake City, UT. <a href="#">Register Here.</a>
6/14 - 15	Retail Innovation Conference	McCormick Place, Chicago, IL. <a href="#">Register Here.</a>
6/21 - 23	CICPAC Annual Conference	Chicago, IL <a href="#">Register Here.</a>
7/15 - 19	CFMA Annual Conference	Aurora, CO <a href="#">Register Here.</a>
7/30 - 8/1	RetailNOW 2023	Orlando, FL <a href="#">More Info.</a>
9/11 - 13	Pack Expo International 2023	Las Vegas <a href="#">More Info.</a>
9/11 - 14	FABTECH 2023	Chicago, IL <a href="#">More Info.</a>
9/18 - 20	PROCORE Groundbreak	Chicago, IL <a href="#">More Info.</a>
10/31 - 11/3	SEMA 2023	Las Vegas, NV

### ASWi | Our Values, Mission & Focus

Provide Substantial Value that's sustainable, scalable & Systemic

Love

Serve

Care