

Since 1984

IMS



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A wise investment

Although the Early Bird Deadline for the Customer Excellence Conference has passed, the extra \$100 DISCOUNT that IMS is providing is still available.

Also, word is that, if you call the hotel now and ask for their best rate for those June nights, you may be able to get \$45.....

The investment you'd make by sending your best people to be even better cannot be overstated. Check out our [Ten Reasons for going to Las Vegas](#) on page two of this newsletter.

Not on TRAVERSE?

There is an incredible priced offer to make the switch now (before March 31). Call for details. Pricing has never been and never will be better.

IMS, Inc. In our 25th Year

Useable News

Software savvy: Why boosting your business's technology can be a smart recession strategy

By Mark Dresser
Founder and CEO, Dresser & Associates, Scarborough
(reprinted with permission)

Grim economic news haunts the headlines week after week. With corporate profits lagging and unemployment rising, my knee-jerk instinct as a business owner is to conserve cash at all costs. My "panic brain" wants to hold off on all spending.

But my other brain — the "strategy brain" — sees ways to gain competitive advantage during the toughest economic downturns. As a business software consultant, I know that not all capital expenditures are the same. Instead of an across-the-board spending freeze, we need to focus on smarter spending — investing in tools that improve financial stability and competitiveness.

This recession hit faster and dropped steeper than recent downturns, so it's already apparent that some companies will not survive. That's a wake-up call to the rest of us to get lean, productive and efficient. Companies that do will gain a competitive advantage and be ready to expand market share when other firms fail.

If your company hasn't updated business management software in a long time, your legacy technology could be sapping productivity and dragging down your bottom line. The right business software, paired appropriately with your company's needs, can eliminate some expenses and boost productivity. While you may hesitate to plan purchases in a recession, there are numerous reasons

why companies who invest now will get more bang for their buck:

- **Your company may get a better deal on software and services**

While your competitors hunker down, you can take advantage of the downturn to negotiate a better deal for the software and services you need. If you will need implementation assistance, your company will enjoy much more attention and responsiveness from consultants than you might in busier times.

- **You can take advantage of special tax savings**

The current stimulus bill contains increased Section 179 limits, as well as bonus depreciation for business capital expenditures, including computer software. Consult your tax advisor to see how these provisions can benefit your organization if you purchase business software in 2009.

- **As the recession eases, your company is using better technology than competitors**

While other companies in your industry struggle to update their systems and take advantage of new technologies, your company will already be a lean, mean, competitive machine when the

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Information Management Solutions, Inc.

P O Box 37008
St. Louis, MO 63141-1508

Phone: 314-432-0997

Email: info@ims-stlouis.com

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on our web site www.ims-stlouis.com

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economy turns around. That's because you invested in the right technology — and became proficient in it — while you had the proper time to devote to the project.

- **How to update wisely**

During a slow economy, you might be tempted to let technical support and maintenance services for your software lapse. This could be a mistake, especially if it means the usefulness and value of software you already invested in decreases.

A support plan lets you focus more on your business, and less on your software. Your vendor's support specialists can help you streamline workflow, perfect a report or ensure compliance to regulatory entities.

[Read full MaineBiz article by Mark Dresser by going to http://www.mainebiz.biz/news44238.html](http://www.mainebiz.biz/news44238.html)



Have you ever been frustrated when OSAS or TRAVERSE released a new version with a feature that you really wanted, but you could not have it because your software is modified, and redoing all your customizations would have been prohibitively expensive? Well, with **TRAVERSE 11** this situation will belong to "history"! What's new with **TRAVERSE 11** is the ability to carry your modifications forward from version to version without having to redo them! How?

Imagine a Russian Doll. Inside the Russian Doll, there is another Russian Doll. The innermost



Russian Doll is the software just exactly how it came "out of the box". The outer Dolls represent all the level customizations made to your system.

With **TRAVERSE 11**, when a new version is released, we'll replace the innermost Russian Doll with a new Doll, while all the outer Dolls remain the same. This is revolutionary! Want to test this?

[Go to The® v11 Preview Site](http://www.ims-stlouis.com) at IMS' web site, www.ims-stlouis.com

Top Ten reasons to go to Vegas!

10. Have fun while you are busy learning. Stay a little longer and see a show or bring your family for a little vacation
9. See the partner exhibits - learn about additional tools available for your OSAS or TRAVERSE installation.
8. Flying to Vegas and hotels in Vegas are cheap (compared to Minneapolis)
7. We have \$100 coupons off for each of you. Multiple participants

from the same company are also discounted.

6. Use the lab.
5. You can ask your questions to the Open Systems Staff right there on the spot and get answers right away.
4. Participate in product and technology education sessions for new and seasoned users.
3. Gain an in-depth understanding of OSAS and TRAVERSE and technologies you already use.....
2. Network with other OSAS and TRAVERSE users who may face

similar industry challenges and opportunities.

And the number One reason to go to the Customer Excellence Conference..... (drum roll.....) is you are an excellent user and want to stay that way!

The Conference will take place at [South Point Hotel, Casino & Spa](#) and a link to the hotel can be found at our site.

For more information, a schedule and on-line registration and updates, please visit the IMS Web Site often! www.ims-stlouis.com