FSA Partners...

them to give more power and the ability to run specialised reports.

The database side of our business rapidly grew and in the late spring of the new millennium, by personal appointment (and only after passing a written exam), we were given Partner status of the FileMaker Solutions Alliance.

After less than a year as Associate Members of the alliance, FileMaker themselves approached us to move up to the top tier of this membership and become one of only seven partners in the U.K.

The benefits of this include:
- being kept at the very forefront of FileMaker Development
- working closer with FileMaker, to better assist our clients and their needs
- ability to test new versions of software early and advise clients of new features

In addition to this, all FileMaker Solutions Alliance members

have the right to purchase and then issue volume licenses. Or "licenses in volume."

This means that clients of FSA members when purchasing bespoke or off-the-shelf databases from us, can also purchase individual or multiple copies of FileMaker licenses - all with the same license number.

The person who is responsible for keeping track of how many copies you are licensed for will find this a real bonus as it means that you do not have to have a CD and manual for every copy of software and more importantly, do not have to remember which CD goes with which serial number and on which machine!

Additional licenses can be approved over the telephone and confirmation can be emailed.

Lastly, there is a real cost benefit and if you are an existing database client of ours or are thinking of becoming one, you should call us for pricing, I think you may well be surprised!

What else is on the Web Site?..

• Demos of Workflow! Contacts! and Workflow Plus!
• Some free databases for the Mac and PC
• For Mac users - a Song... (you'll have to look for it)
• Some jokes (just about!)
• Children's poetry and a sample game.

If you want to swap a link with us to your web site - email us at links@crusecontrol.com

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What do you do?

We often get asked: "So what else do you do?" Here is our reply:

Bespoke Solutions (Mac and PC). Examples of databases written for clients are: Studio Traffic Management, Contact Management and Correspondence systems, Subscriptions Management, Telephone Directories, Copyright Tracking, Product Licensing, Image Management, Patient Administration, Fabric Sampling and Importing.

IT Consultancy
16 years of continuous experience in the growing IT market means a wealth of information about Mac and PC usage and finding 'the best tool for the job' in terms of software and hardware. We take the time to find out exactly what your requirements are and then recommend the correct software and hardware solution for the job. We can even help to design specialist training courses.

Corporate Presentations
We specialise in creating slick presentations (usually in PowerPoint) within the deadlines of a corporate requirement. We are also available to 'push the buttons' on the big day if required.

Corporate Stationery Templates
Re-branding? It can be a strain when it comes to translating the designs into your corporate templates. We realised this requirement in the market a few years ago and developed our Word, Excel and PowerPoint skills in order to fill the gap.

Cruse Control also deliver the following services:
• Software Training: Word, PowerPoint, FileMaker etc.
• Graphic Design: Brochures, annual reports, templates.
• 'Off-the-shelf' databases as well as build to order systems.
• Web Site Development Including data driven sites.

Busy?

Is it your responsibility to get things done?

Want some help?

Yes   No
☐   ☐
☐   ☐

If you answered YES to both the above - you need

WORKFLOW plus!
the easy-to-use workflow management system

Only - £379.95 per user
Call for volume license pack discounts

Cruse Control - 01923 842 295
Email: workflow@crusecontrol.com
www.crusecontrol.com

Good ~~Control~~

We are "Good!"

Welcome to another edition of 'Good Control' the Cruse Control newsletter! In a recent survey of our clients we found that every client who replied said that not only would they pass on our details to someone else, but that they had actually done so!

Further, when asked to describe what they thought of Cruse Control's service, all bar one replied,"Good!" The remaining client wrote "V.Good!"......Nice!

Thank you to all those who replied and be sure to let us know if we ever become "Excellent!" so that we can change the title of this newsletter accordingly!

Much has happened since our last issue and we are going to update you.

We acquired FileMaker Solutions Alliance Partner status recently, and the article opposite tells you what this means in real terms. There are only seven of us in the U.K.

Now we find ourselves getting further into the realm of databases on the web. We will go in to greater detail about that in another issue, but if you really can't wait, give us a call!

Our first "ready made" products are now available - Mac and PC. Demos of these can be downloaded from our web site.

In addition to this a demo copy also appears on the cover CD of Mac Format magazine - issue 99 - due out a couple of days before Christmas.

Details of these products are found in the main article on the centre spread and also on our web site. If you have any questions, give us a call.

With all that in mind, please enjoy the newsletter. We look forward to a continued acquaintance.

Happy Christmas!

Paul Cruse
Partner

FSA Partners

Cruse Control have been established for 5 years. In the early days the majority of our work was Graphic Design based, using industry standard packages such as Quark, Illustrator and Photoshop. But the world is ever changing and as we saw an influx of graduates coming into the world of 'dtp' and traditional designers re-training into the new technology, the market became saturated - and although still very much in demand - we began to look for the next major utility for industry at large.

During this time (and even prior to Cruse Control), consultancy and 'keeping our finger on the pulse' of IT and associated developments was very much our thing.

Looking at the 'information age' and increased demand for collating and searching all types of data we decided to move into database design.

This migration was gradual, starting about three years ago, but due to the response it received, it is now a large proportion of our business.

We chose FileMaker Pro because it is so intuitive to use. It 'thinks' with a designers mind and helps you realise your ideas quickly, rather than expecting a 'code' mentality to programming.

We did look into other database software such as Access and 4th Dimension, but found them to be less flexible. FileMaker has since become the best selling database software worldwide.

We started by taking work traditionally stored in Excel spreadsheets and converting

3. The importance of: Being honest in business...

"Oh yeah, we've got loads of *them* in stock..."

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Off The Shelf!

A guide to Cruse Control's ready made products

The 'Workflow Plus!' family of databases are the first retail products of Cruse Control. They begin their journey out into the real world this month with the appearance in demo format on Mac Format's cover CD (Issue 99 out 24 Dec 2000).

Cruse Control Partner and originator of the idea Paul Cruse explains why 'off-the-shelf' had to be done...

Workflow plus is actually two products working together - Workflow (Job Tracking) and Contacts! (Addresses, Mail Merges etc) along with some unique features of it's own

Gathering Experience

Naturally, after many years in business and the experience of different jobs that we have undertaken, all kinds of patterns emerge. From the best working practice to matching the right kind of clients to the right kind of services and working out what the most common requirements are.

Aware of the need to continually offer excellent value for money at all points in the market place, wherever possible we pass on the benefit of our hard won experience.

There is always a demand to work faster and faster to tighter and tighter deadlines, as this is the real world!

So we've emptied our brains out and passed on what knowledge we could for free, (see the PowerPoint guide on the web site for instance), and had a look at what we were left with.

One large area we needed to consolidate was the knowledge we had gained whilst writing FileMaker databases.

Our training on FileMaker seems good (- we rarely get support calls). So we realised that we were actually 'passing on our knowledge'. (I wouldn't want to promote the idea of question answering over the 'phone but it does happen and we are happy to do it, wherever we can.) The "passing on of knowledge evolution" will continue and is continuing with the implementation of "Resources and Frequently Asked Questions"* pages on our web-site.

But there was more that we could do. We found that when it came to databases, many of our clients wanted similar start points. "What is the most common?" I asked. When I saw the answer, I set about getting together a product that, without becoming too restricted, was as generic as we felt it was possible to be. The balance had to be just right.

Benefits

A client could, for instance, purchase one of these products as a module, perhaps even at a reduced price, and have their system built around it or in addition to it. Any parts of the system not required could be deleted and this could still save time and money.

We continue to gain experience and as FileMaker Solutions Alliance Partners, we have a truly excellent array of support to rapidly call upon. The range will grow as we explore new areas, and as always, we will pass on what we know and you will benefit.

Our testimonials page on our website (www.crusecontrol.com/client2.htm) is there to enlighten new and existing clients to the scope of our work.

As we grow and add to our services it is important to us that clients realise that we still deliver all the services that we used to - we have just added to them. And as our smaller clients grow and/or diversify we would like 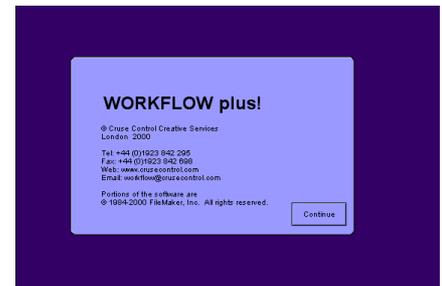them to realise that we have a large range of services we can deliver. Everyone needs IT these days, and what company does not need to market itself in some way?

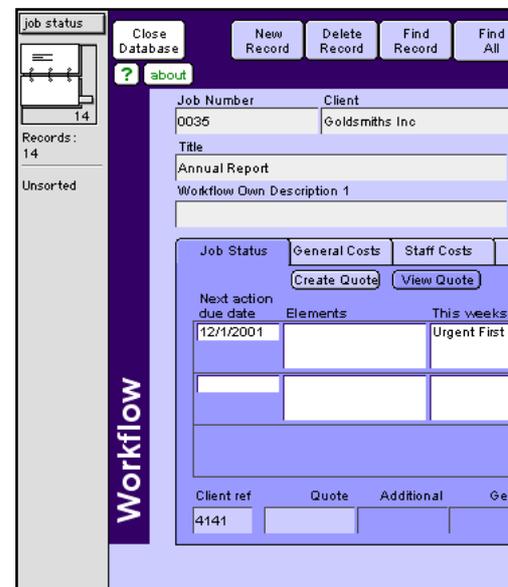So without any more delay here are the details of our very own Workflow Plus! group of products:

Contacts!

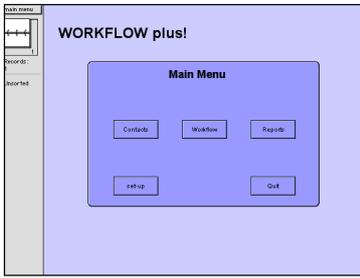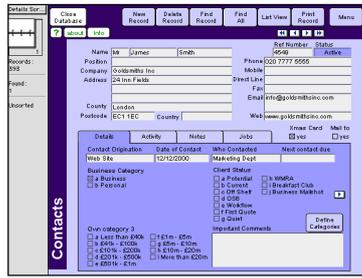This is a very simple yet powerful contact management system.
- Keep track of all who you know!
- E-Mail directly from the system, generate letters and faxes using your own headers and logos (or print onto preprinted letterhead)
- Keep a written record of telephone conversations.
- Make as many notes as you like.

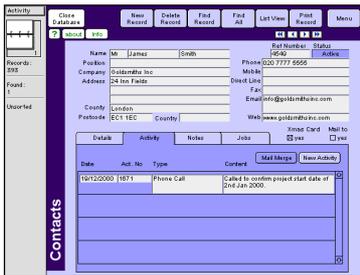## 1. Workflows Main Menu

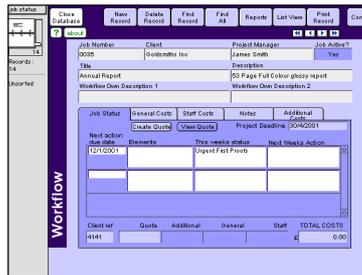## 2. Contact entry screen

3. Logging an activity

4. Viewing an activity from Contacts

5. Workflow job tracking screen

6. Reports Menu

- Market to specifically selected client types from your address list.
- Keep track of where contacts originally came from - thus making the most of your advertising revenue.
- Easily print labels , envelopes and mail merges.

Workflow!

A job tracking system that is suitable for any industry from print studios, to project managers of large IT projects, managing the development of your web site or keeping track of jobs in and out of a car repair workshop. Track all jobs to see what stage they are at.

- Keep a log of billing hours on each job.
- Track who has been working on each job.
- Allocate hours to teams or individuals

A screenshot of a record in Workflow Plus!

and keep track of all these so you *stay in budget!*

- Print out reports for weekly work schedules to make sure you're on time!

Workflow Plus!

If you haven't a solution for either a contact management system or a job tracking system then Workflow Plus! is for you. It combines Workflow and Contacts into one concise system *and* gives added features.

- You can view all the jobs for one specific client at the click of a button
- Print invoices
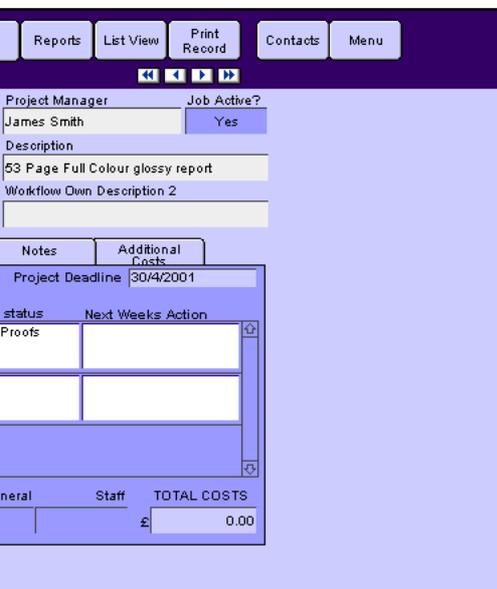- View and print a full cost and manpower usage analysis

So there they are. Contacts! Workflow! and Workflow Plus! The first three ready made products from Cruse Control. Use wisely and prosper!

Remember, any of these solutions can be tailored to suit your specific needs. Go as far as you like and add more features as your needs grow.

I hope you like 'Workflow.'

Paul Cruse
Partner

* If you have any questions, technical jargon or otherwise, that you are having difficulty getting answers to - such as 'Just what is a JPEG?' or 'What is ISDN?' - let us know and we will add these to our Resources area of our web site. We hope to create a comprehensive glossary of difficult to find words and phrases for all your technical needs.
email: glossary@crusecontrol.com

Fact File

✔ Part build-to-order a system by starting with a ready made shell

✔ Use any one of the products in a stand-alone manner

✔ Integrate any solution with another of Cruse Control's ready made systems

✔ Integrate any solution with a third parties ready made solution, or one of your own existing ones.

✘ No excuse for late jobs!

✘ No more forgetting to send a Christmas card - it will be logged on your Contacts file

✔ Call us and we will provide from scratch exactly what you need and do the research necessary to getting it all to work, and look good too!