*Cont/d from front cover...*

6. How can this data be gotten into the database?

***Include everything***

If you can work out exactly what information you need to get out of the database, you have already told the programmer what he needs to put in to the database. You can not get stuff out that has not been put in!

***When should I use a database?***

Any process that has a logical approach can be databased.

Database programming only really gets into a mess when the person specifying the system is unsure of the process they are asking to be automated, or when the programmer has not fully understood the process.

If you cannot easily specify the data flow that is required, or need help in untangling existing systems, consultancy can enable you to do this.

***Get the information right***

Every company needs to be able to designate a person who is the key decision maker, and who can confirm the processes. Make sure both parties agree the core functionality and key processes.

A database specification report should be drawn up, detailed if possible to the last field name, and signed off before any programming starts.

Programming is always costed on a time basis, "how long will your spec take to make?". So remember that further questions and amendments beyond this agreed spec may be charged for!

If your specification is sound and logical, then you'll get the system you want - it's as simple at that!

# Cruse Control - expertise recognised by FileMaker

Cruse Control are one of only eight Filemaker Solutions Alliance (FSA) Partner members in the UK.

FileMaker approached Cruse Control to join the top tier of this membership, recognising the excellence of Cruse Control's expertise.

***Benefits of FSA membership***

- Timely product information
- At the very forefront of FileMaker development
- Working closer with FileMaker, to better assist clients and their needs
- Regular meetings with a network of expereinced developers to enhance product knowledge and awareness.

FileMaker validates its Partners with this statement:

*"This select group of companies has demonstrated their expertise and commitment to customers by meeting extensive business requirements and passing a comprehensive exam proving their FileMaker technical expertise. Their experience, reliability and continued investment in the FileMaker platform ensures their ability to handle the requirements of complex projects and demanding technology needs of your business."*

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# What do you do?

**From time to time we get asked: "What else do you do?" Here is our reply:**

Apart from database solutions... Cruse Control have been known to write poetry, draw cartoons, teach Fashion Designers to use CAD systems, give advice on how to raise funds for charity, run and jump in a park at sunset for a photo shoot, and all in the name of work of course! But seriously here are some of the more accessible skills we have too:

**IT Consultancy**

18 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 answer the call.

***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.

MUSIC

# Play on!

**The Duncan Lorien Understanding of Music Seminar in London, on July 18, 19, and 20th 2003.**

This hands-on seminar turns novices into musicians and takes professionals to new heights of creativity in only ONE weekend. It is for ANYONE who wants to understand music more.

Attendees will add their names to the thousands of people from five continents who have learned this totally new way to play and read music.

Full details of the seminar with successes and photos are at www.crusecontrol.com. More successes can be viewed at www.dlorien.com.

The seminar will be at the English Touring Theatre, (opposite the Young Vic theatre), 25 Short Street, Waterloo, London SE1. ETO is easily accessible by Waterloo International Station, Jubilee, Northern and Bakerloo Lines.

If you have any questions, or would like to request more information, please contact us and we will be glad to help.

18, 19, 20 July, 2003 • London £295
www.crusecontrol.com

# Good [illegible]

The Newsletter from
Cruse Control
Introductory Issue
2003

# Re: Introducing Cruse Control

**If you know very little about us, been a bit out of touch in recent months, decided (or been told) to embark on a new database project or you just want to know what else we can do, then this newsletter is written just for you.**

Cruse Control have a combined experience of some 60 years in the Mac and PC marketplaces, across design, administration, and technical environments. We moved into the database arena 5 years ago after seeing the growing need to organise and retrieve information in an efficient way.

Chances are, if you are reading this, you have been asked to specify or grow your own company or departments database requirements.

One big stumbling block you can come across is 'where do you start?'. Our article in the next column "what I really want is.." should help you on the road to defining your system, without any 'magic wands' required. Just some common sense.

We have a good overview of CONTACTS! in the centre spread, a system which we sell off-the-shelf, but many choose to use as the core of their new system, integrating other disparate systems into it.

You may be interested to know that in a new distribution deal, CONTACTS! is also available from authorised resellers, Square at 78 New Oxford Street, WC1.
www.squaregroup.co.uk

All our databases are written in FileMaker Pro – which is totally cross platform (unlike Microsoft access which is PC only) and is the fastest selling database tool in the PC market place. FileMaker recently scored 10 out of 10 in PC plus magazine and was Editors Choice. It is also the No 1 database software on the Mac. In our article "Cruse Control - expertise recognised by FileMaker" on the back page, you will see that we are also one of only 8 FileMaker Solutions Alliance (FSA) Partners in the UK.

Cruse Control are also Business Link Certified – which can mean IT grants for those who qualify, and we can also refer you to Citilease who can help organise leasing finance too. Go to our website at www.crusecontrol.com and click on Services to find out more.

We are always happy to provide references if required and to whet your appetite I will leave you now with some comments from a couple of our clients:

*The system is easy to use, looks attractive and means we are totally in control of recording our marketing and account management activities.*
JJ, Spinner, design agency

*I think Cruse Control's Workflow is a great product and I rely on it to keep my small business going. It's easy to use and does all I need it to do to manage my workload. It was also easy to customise to work with my letterheads and existing stationery so fitting it in to my current business systems was seamless.*
NB, Velvet Turtle, design agency

Enjoy this newsletter and we look forward to hearing from you soon.

Helen Cruse
Partner, Cruse Control

# What I really want is....

**Ensure you get the system you need by using our checklist to creating a comprehensive database system specification**

***Start at the very beginning***
Work out the process you are trying to automate with the database, DO NOT DO ANY PROGRAMMING UNTIL YOU CAN SEE WHAT IS NEEDED!

List the process on paper one function at a time, in order, e.g.

1. Customer details come in via application form,
2. The fields on application form are: xxxxx
3. Therefore all the fields from the form are to be added to the database.

***Attention to detail***
You do not need to know how to programme in order to specify a database, but you do need to be able to put into words the details you would like to get out of the database, such as:

**Labels:** list sizes and shapes

**Letters:** standard and freeform

**Reports:** various types, with all their field names, sort order, search criteria, how often you need the data, etc.

**Searches:** which types? Do you need the searches printed, viewed on screen, or exported?

***Maximise your information***

1. What information do you want to analyse?
2. Who needs to get information from you, and what information do they need?
3. In what format do they need to get it?
4. What other applications do you need to interface with?
5. Where is the information coming from that is to be used to populate your database?

*Cont/d back page*

## Copperplate Barney

### 2. The importance of: causing your own feelings

Barney decided to be happy...

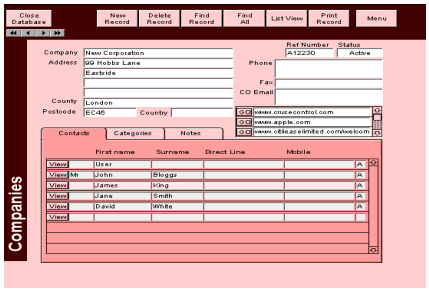
© Cruse Control creative services

# CONTACTS!

## Cruse Control's ever-popular database...

Tired of separate contacts databases, personal diaries, staff schedules and client correspondence files? Integrate the lot with CONTACTS!, the easy to use cross-platform system that does all this and more.

CONTACTS! puts your client data right at the heart of the system; from a simple file note to the most in-depth contract, the information relevant to any client is only a click away. And it's all customiseable by YOU - no more reports that don't suit or useless layouts that don't fit your paper...




*The Companies screen of CONTACTS! Note the list of contacts at the company. Clicking on a specific person's details will bring up the contacts details screen and allow further interaction with the contact and archiving etc.*

CONTACTS! is a powerful yet simple to use contact management system that allows you to have many contacts for any company.

- Store your own customised marketing information for each contact as well as mail merge, send letters, faxes and emails.
- File notes and telephone messages, all of which can be viewed within an individual's record.
- Keep track of appointments, view other staff diaries on one sheet, all through a full schedule (diary) system.
- Invite people to meetings via an integrated meeting maker that's simple to use.

CONTACTS! is designed to be used by any industry, large or small, who needs to manage their customer relations.

As well as being a truly cross-platform, multi-user system, CONTACTS! is also fully customisable by you, the user.

Use it as it is, integrate it with your existing systems, or customise it to suit your needs, either by yourself, your preferred developer or with Cruse Control.

For maximum ease of use, there are help buttons which give on-screen advice from within the database and a step-by-step guide answers all those questions you need to get you started such as 'How do I add a contact?' and 'How do I send a letter?' all with the aim of getting you up and running quickly.

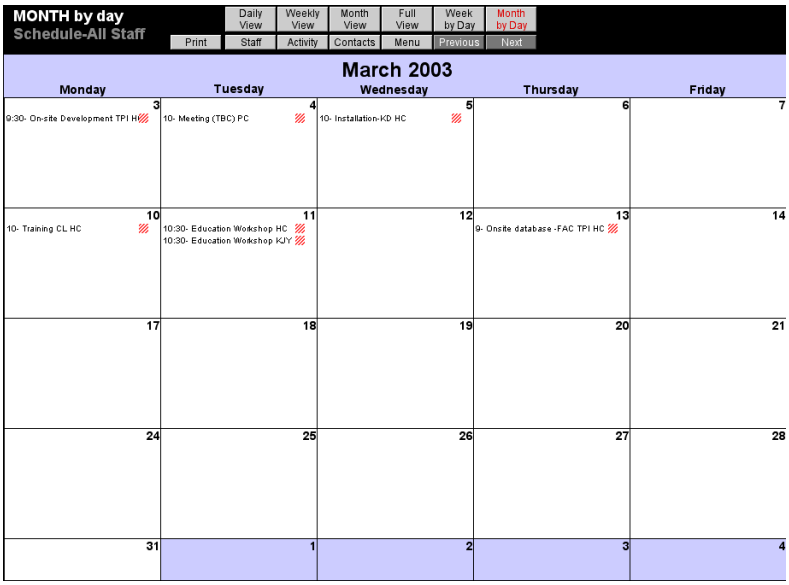
All CONTACTS! information is searchable and reportable, and user definable categories enable marketing information to be tracked and stored. Even notes pages are searchable.

You can keep records of all Letters, Emails, Faxes, Phone calls and Mail Merges done. It's also simple to Email directly from the database, keeping a log of what exactly was sent and when.

What about spreadsheet or PowerPoint files you want to link with a client's record? CONTACTS! not only stores such links, but also opens files and documents associated to a client, no matter what format or programme they are in.

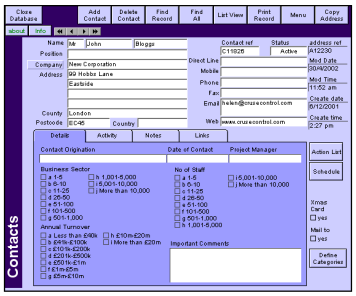
CONTACTS! can be bought from our on-line store. To order a full copy, multiple copies, a site license or for further information, visit the store at www.crusecontrol.com. Or if you prefer you can call us on 01923 842 295.

By downloading a demo copy of CONTACTS! from our web site, you can find out for yourself how powerful CONTACTS! is. Enjoy!

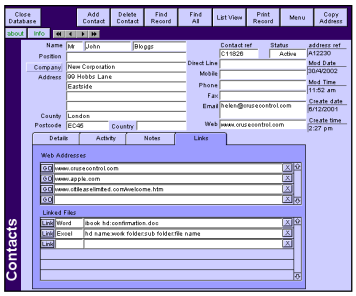



*View everyone's diary on the same screen! View by week or by month, to keep track of every appointment, holiday, or meeting. Colour coding lets you know who's in and who's out!*

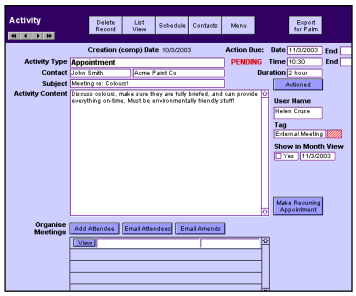
1. Contact screen (incl. xmas card list)



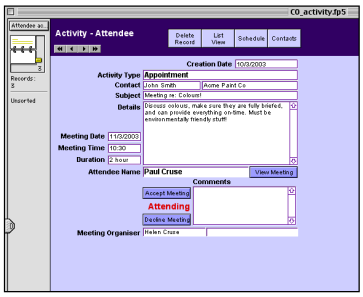
2. Links to files and websites



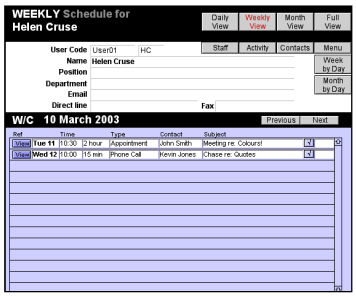
3. Activity: Add to Diary



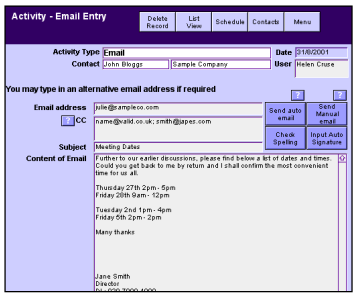
4. Make sure everyone turns up!



5. View your diary by week too!



6. Email mail merges



# WorkflowPLUS!

Want more than a contacts system? Do you need to:

- track jobs?
- check project progress?
- balance costs verses budget?
- Print Quotes, PO's and Invoices?

Then you need WorkflowPLUS!, a sophisticated yet easy to use job tracking system with CONTACTS! at it's heart.

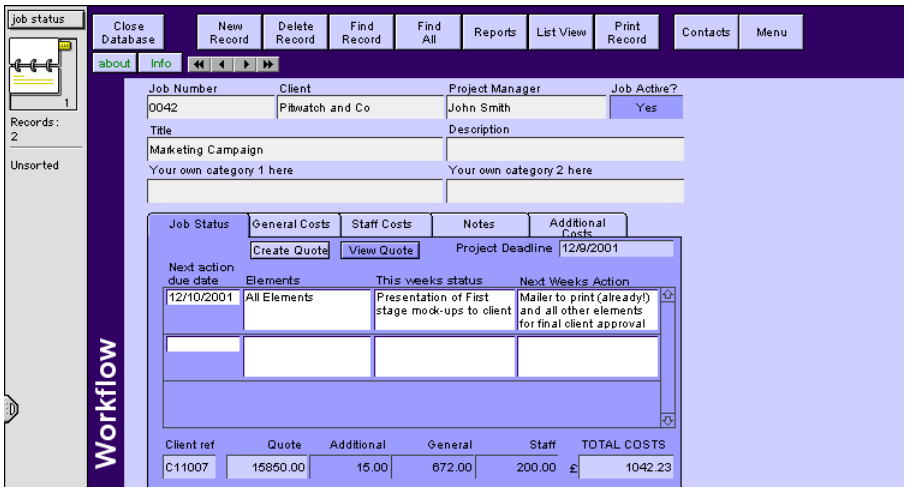
WorkflowPLUS! is suitable for any industry from print studios, to project managers of large IT projects.

WorkflowPLUS! is both customiseable and versatile; it can manage the complete development of a web site or keep track of jobs in and out of a car repair workshop.

Features include:

- Logging of billing hours on each job.
- Tracking of staff allocation to all jobs.
- Allocation of hours to teams or individuals and keep track of all, so you stay on budget!
- Pre-prepared reports for weekly work schedules to make sure you're on time, every time!
- View all the jobs for one client at the click of a button.
- Print invoices.
- View and print a full cost and manpower usage analysis.

Remember, WorkflowPLUS! can be tailored to suit your specific needs. Go as far as you like and add more features as your needs grow.




# CONTACTS!

## *features at a glance*

- Keep records of all letters, emails, faxes and phone calls, and even create mail and email merges!
- Email direct from the database.
- Import data from existing databases, spreadsheets, Word or Excel files, even Palm and Entourage.
- Export to Palm updates your handheld diary.
- Schedule/Diary facility - view your appointments, phone calls, etc, by day/week/month, and colour tag for easy viewing.
- Meeting Maker - invite others to a meeting, email them direct from the Database, and they can confirm their attendance too.
- Direct links to web sites - store multiple web sites for and open these directly from the database.
- Store links to other files, such as Word, Jpegs, Presentations, Excel etc. and access them directly from a client record.
- Mail merge to emails facility, allowing you to create individual emails to selected groups.
- Fully customisable. Use it as it is, integrate it with your existing systems or customise it.
- User definable categories enable marketing information to be tracked and stored.