

palladium[®]

ACCOUNTING

accounting simplified



Dear Valued Customer

We hope that this mail finds you all in good health and rested as you embark on the year ahead. The old adage that “the only thing that is constant in life is change”, couldn’t be more apt in today’s environment, and who would have believed the rate at which things change. We see the Accounting Software industry no different, and on the whole products have greatly improved, with much more emphasis on “Accounting Software as a Business Tool” rather than just means of recording information. This is no more evident than in our current release with true practical and efficiency-enhancing features for your business that are not yet available in a host of your “High-End” Accounting software products.

Being 5 years young in a mature market has benefitted us greatly with the ability to embrace new Technology for the enrichment of our product a lot easier than those with dated Technology. In fact, during the next few months we will be embarking on a campaign to educate users and influencers of Accounting Software in the hope that they will realise that they no longer need to settle for mediocrity. The start of this campaign was the 2-page article in the February edition of the Accountancy SA magazine, aimed at Dispelling Myths of Traditional (Legacy) Accounting Software. You can find more details below.

It’s interesting to see the market segment in which we are competing at the moment but it would seem that our market is the traditional SME Accounting software clients using other SME Products like QuickBooks, Pastel Partner, Tally or Peachtree, that need to change systems from a functional, expansion and/or stability point of view. Because of this we are actually competing with the larger ERP systems at many times the price of Palladium rendering us the logical “upgrade” path from a price, functionality and even more so from a usability point of view.

We would like to thank you for entrusting Palladium as your preferred Accounting Software Provider. Please note the words of Herm Albright who said” A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort”.

Yours Sincerely

The Palladium Team

[| Palladium February 2012 Product Release |](#)

We are pleased to announce that our second major Palladium 2012 release, that boasts Google Maps Integration and BI (Business Intelligence) Cube functionality in all our software versions, is now available. The BI feature is driven and managed directly from within the Palladium system itself and, as a result, is governed by our standard user securities. This is a true OLAP (OnLine Analytical Processing - for the techies) tool that offers you standard BI functionality together with a scheduled refresh and MS Office integration to name but a few. You can drag and drop your data as

you see fit, perform basic or conditional formatting much like the functionality inherent in Excel, and save this in the form of a Custom View for easy recall (Business and Enterprise Versions Only). Speak to your Business Partner about creating your own custom Cube Views as your own unique Window to your Palladium Data.

We have also included Microsoft Office, PDF and email Integration in all reports, alleviating the need to save them before distributing or working on them. This functionality is available in all product versions.

You can view the “What’s New in the Palladium 2012 February Release” on the links below, together with other updated documentation. To download the latest product release, simply go to the Help Icon in your Palladium Accounting Application and select the “Palladium Updates” function. It’s that easy. Alternatively just visit download section on our website.

[| Palladium In The News |](#)

Entrepreneur Magazine

Our Palladium Individual Edition was recommended in the December 2011 Edition of the Entrepreneur Magazine as well as the Accounting Software product of choice when starting up a new small business. To view the article click on the Entrepreneur Magazine icon in the Quick Links section below.

Accountancy SA

We inserted a 2-page advert into the February 2012 edition of the Accountancy SA magazine, South Africa’s Premier Accounting magazine that is sent to all Chartered Accountants and Articled Clerks in the country. The article is aimed at dispelling certain myths that surround Accounting Software such as the myth that Accounting Software cannot run on wireless networks. This is part of our campaign to change the mind-set of clients and Accountants alike and to educate them of the consequences of running outdated Accounting Software, such as data corruptions, are not acceptable in the running a successful business. You can view the article by clicking on the Accountancy icon in the Quick Links section below.

[| Palladium 2012 Product Brochure |](#)

We have finalised our 2012 product brochure. This is a 12-page brochure that details all the core features and functionality of Palladium. We should be going to print mid February and have them available shortly thereafter. Click on the link below to download your copy.

[| Price Increase |](#)

We will be having our annual price increase effective 1st March and encourage you to upgrade to the 2012 version or purchase those additional user-licences before then.

[| Honey Fashion Accessories Rolls Out Palladium |](#)

We are very pleased to announce that Honey Fashion Accessories, South Africa’s Premier Fashion Accessory Supplier is offering Palladium to all their Team Leaders in South Africa. This alliance entailed a tight Integration to [AccountMate ERP](#) allowing their Team Leaders to Import Excel Orders from their Clients and/or Sales Consultants to Palladium, Copy these details to a Purchase Order with a few clicks, then switch these orders directly to AccountMate at the Honey Head Office with full validations for Price, Available Quantity, Credit Limits and more, with a real-time confirmation on whether the order was accepted or not, 365/24/7, using our Vendor eCommerce functionality. This integration also automates the details of new Sales Consultants captured at Head office as Customers directly into the Team Leader’s Palladium System, as well as add new inventory items on the fly and update prices accordingly. The function also caters for the ability to query available stocks at head office on a real-time basis. This integration is testament to the Innovation we are creating, with the proactive common vision of our clients. Lookout for a press release on this as well as more creative, strategic alliances from Palladium.



[| Tips & Tricks |](#)

Please find the following Tips & Tricks articles aimed at assisting you in optimising your Palladium Accounting Solution. We urge you to read these articles and remember the old adage that “Knowledge is Power”

- [Using the Palladium Business Intelligence Functionality](#)
- [Palladium Accounting Year End Guide](#)

These articles, as well as a host of others, are situated on our Help Desk and are accessible from the Help Desk Link directly from within your Palladium Accounting package or accessible from our website.

| [Newsletter Subscription](#) |

Should there be someone else in your office who you would like to receive our newsletters, please click [here](#), or simply email marketing@palladium.co.za. If you would like to unsubscribe please click [here](#).

| [Quick Links](#) |

Please find links to the Updated Documents and related articles mentioned in the Newsletter, and please don't forget to be our friend on Facebook.

[What's New In Palladium 2012](#)

[Palladium Product Brochure](#)

[Product Comparative Feature Table](#)



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