



I finally got my wife back!

Tropical Ice
Townsville, QLD

processes, the old way was fraught with human errors. "Different pricing for different customers was a nightmare up to 20% of invoices were wrong" recounted Mary. "I was up most nights trying to sort through the mess!"

Today, Tropical Ice use Profitlink's software to automate their pricing, invoicing, and importation of data into MYOB.

"Since implementing mobileezy, we no longer have the errors we used to get as we manage all the pricing for customers at head office. This and the easy importing of invoices into MYOB has saved us over \$30,000 per year!" said Mary.

"And the automated processes have enabled us to grow our business by appointing regional distributors who simply download pricing and upload invoices over the phone. It couldn't be easier!"

"Any business that distributes or sells products to multiple customers should be using this - it is one of the greatest changes we made. No more late nights checking prices, no more late nights re-entering invoices. We can finally spend more time working on our business instead of in it!"

Mary's husband, Mark, puts it another way "Thanks to Profitlink, I finally got my wife back!"

Tropical Ice are a small business that distributes ice to hundreds of customers within a 200 km radius of Townsville.

In the past, drivers would handwrite hundreds of invoices each week and then collate them at head office on a daily basis, where Mary Menkens would set about the daunting task of checking and entering them one by one into their accounting software well into the evening.

Aside from the obvious labour intensive

mobileezy news

Powered by Profitlink
edition 2.0

In this edition

New version 5.0 is here!
We review the new Palm Z22
Interview with Tropical Ice
How to: Special pricing and discounts

HOW TO: mobileezy Enterprise Special Prices and Discounts

STEP BY STEP GUIDE

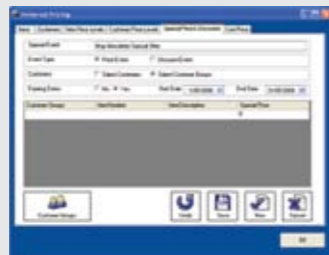
The new pricing module in mobileezy enterprise 5.0 enables you to set specific prices (or discounts) for particular customers (or groups of customers) over a date range. For example, Coffee Powder is normally sold at \$25.00 per kilogram, but for newsletter clients there is a special promotional price of \$19.95 for the month of May.

Step 1. Select the Special Pricing tab in Universal Pricing.

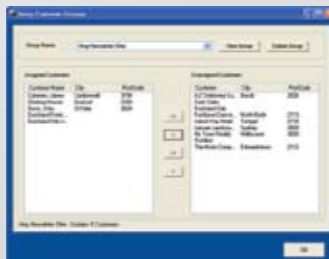


Step 2. Click on the New Button to add a new Special Price or Discount. 'May Newsletter Special Offer', is a price event,

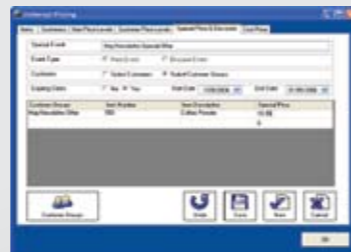
for a selected customer group, to run between the 1st and 31st of May 2006.



Step 3. To set up the group of customers, click on the Customer Groups button. Click on the New Group button to create the 'May Newsletter Offer' Group, select customers, and press the < button to add them to the Group.



Step 4. Now select that Group and specify the item (Coffee Powder) and price (\$19.95).



Finally, hit the Save button. Then, after syncing, any customers in the May Newsletter Offer Group who order or buy Coffee Powder between 1 May 2006 and 31 May 2006 get the price of \$19.95.

You can do the same for discounts. For example, you could set up an 'Employee Discount' event that gives all employees 15% off all products.

For more information, contact Profitlink on 1800 883 313.



Palm Z22

Hardware Review RRP: \$179



The new **Z22** from Palm is all about size, usability, very cool looks and sensational value for money - not about bells and whistles. It may not have some of the features included with the \$1000+ PDAs, but it more than makes up for that with form and function.



Looking like iPod's big brother, the Z22 is about the same size as a deck of playing cards (68.5mm x 103mm x 15mm) and weighs a mere 96 grams - small enough to easily slip into a shirt pocket or handbag without weighing you down.

The hardware specifications are adequate - 200 MHZ Samsung ARM processor with 32 MB of non-volatile flash memory, of which 20MB is user accessible. It has a built in lithium ion rechargeable battery offering 8 to 9 hours continuous use, and features a Mini-USB port (for both syncing and battery charging).

Very impressive is the full colour touch screen - a 160 x 160 pixel CSTN display that supports 4096 colours. Sure, it may not be as big or brilliant as some of the screens on the more expensive units, but a full colour screen with these specs at this price is astounding.

Bundled software includes key applications, such as Calendar, Contacts, Memos, Tasks, Note Pad, Expense, Calculator, World Clock, Photos and a bevy of other goodies.

Despite these additions, the simplicity of the Z22 may well deter the technophiles. But for those who have been considering trading in their old paper pocket book or order books and purchasing their first PDA, this should be high on the shopping list.

It is easily one of the most functional, non-intimidating handhelds on the market and provides a great value entry into the world of PDAs.

Positives

- Exceptional value for money
- Very cool iPod-esque design
- Simple and easy to use
- Solid hardware specs and core feature set
- Mini-USB for charging and syncing

Negatives

- No expansion slot
- Non-removable battery
- Limited bells and whistles
- features will not appeal to the technophiles

Who should buy?

The Z22 is fully compatible (including printing functionality) with both mobileezy Business Plus and mobileezy Enterprise products.

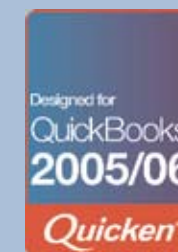
Printing can be problematic however, for entry level mobileezy Business users. If you are considering an upgrade to the Z22, contact us on 1800 883 313 before purchasing.



NEW v5.0!!

mobileezy Business Plus 5.0

mobileezy Enterprise 5.0



New Release! Version 5.0 now available!

mobileezy Business Plus 5.0 and mobileezy Enterprise 5.0 are here!

Following over nine months of intensive development, Profitlink are pleased to launch their latest versions of mobileezy Business Plus and mobileezy Enterprise.

"This is our biggest upgrade since the initial launch of mobileezy" explained Mr. Barry Mathot.

"The new QuickBooks plug-in is a huge step for us, opening a plethora of new opportunities both locally and overseas. Customers using QuickBooks now have full, seamless access to all of the mobileezy features and functionality.

"But it is the many additions to the pricing module, the ability to assign sales territories, incorporate head office accounts, and assign default customers or jobs to specific PDAs that will be of greatest interest to our existing customers." continued Barry.

"Each of these new features offer significant time and administrative savings to mobileezy users, and will further improve the return on investment.

"The ability to manage pricing across many PDAs from a single desktop application will save hours. Pricing can be discounted for individual customers, customer groups, time periods, volume sales and promotions - eliminating the need to manually adjust invoices."

Additional new features including the ability to review customer account balances remotely (prior to delivering stock or taking new orders), display the cost price of items and improved barcode scanning to provide even greater flexibility to our customer's mobile business requirements.

For further information on the new releases, or to have an on-site demonstration, contact Profitlink on 1800 883 313.

- New** QuickBooks plug-ins[#]
- New** Head office accounts
- New** Multiple price levels
- New** Customer special pricing^{*}
- New** Customer volume discounts
- New** Customer special discounting^{*}
- New** Customer grouping for pricing^{*}
- New** Promotional pricing and discounts^{*}
- New** Assign default customer
- New** Assign default job
- New** Display cost price^{*}
- New** Review customer balances
- Improved** Sales territories^{*}
- New** Invoice replication reports[#]
- Improved** barcode scanning

^{*} mobileezy Enterprise only
[#] Additional purchase required