

SYSTEM OVERVIEW

Data Pro Accounting Software's **DP/EXTRACT** is a special utility designed to allow users to "extract" data from their specific accounting software modules into **Microsoft Excel** where you may then use the data in a huge variety of ways. This allows users to then perform functions such as **Mail Merges** in "Word" or export the latest customer data, including "e-mail addresses" to products, such as "Campaigner" for weekly "E-mail Blasts!"

COMMUNICATE TO EXCEL DIRECTLY THROUGH POWERServer!

This utility is not a typical option whereby you would attempt to go access a "dbf" file directly as **Microsoft** would allow you to in earlier versions of their **Office** products. Instead, this special utility is directly linked to your accounting data files using the core **POWERServer** module which is automatically included in every **System Administrator** module. It is the heart of all of Data Pro **E-COMMERCE** technology!

MODULES CURRENTLY AVAILABLE

The primary modules targeted for use with this utility start first and foremost with the **Customer** database located in the **Accounts Receivable** data files. This is where most companies will want to target their on-going customers and prospects for "direct mail" and "e-mail blasting" campaigns. However, you can also get the current **YTD & Prior Year Sales** figures by **Customer**, only if you have security rights!

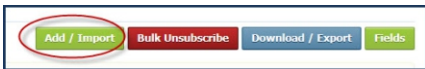
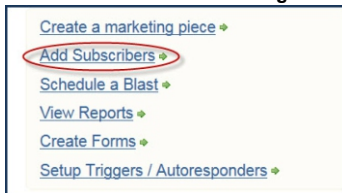
Vendors in the **Accounts Payable** data files, **Employees** in the **Payroll** data files and **Item Numbers** in the **Inventory Management** files are also included. Even **Address Contacts** in the **Productivity Tools** modules are included as many users will use those files from the **System Administrator** module for special marketing purposes!

E-Mail PRODUCTS

There are many different "e-mail marketing" products on the market today ranging from **Constant Contact**, **Mail Chimp**, **Campaigner** and more! These products allow companies, like yours, to send "e-mail communications" to your customers, vendors and employees easily by allowing you to either upload your **HTML** templates or use theirs and make your own modifications to get them out more simply. The key though, is to having timely information from your system. That is where **DP/Extract** comes in. It accesses your system as often as you desire and provides you with the most up to date information possible on all your customers, vendors, employees and more!

ADDING SUBSCRIBERS IS NOW EASY!

The following is the simple menu option in "Campaigner" for "Adding Subscribers." Once you have saved your customer file off to a secure **Excel** file, you can easily upload it to your special account for "E-Mail Blasting."



Campaigner now has easy data to "Import!"

ADVANCED SECURITY INTEGRATION!

Because this special utility program has such special access to a wide range of key data files, it has to have full integration to the **Advanced Security Administrator** module. Otherwise, you would have staff having access to data you would have fully secured within the **Infinity POWER** applications.

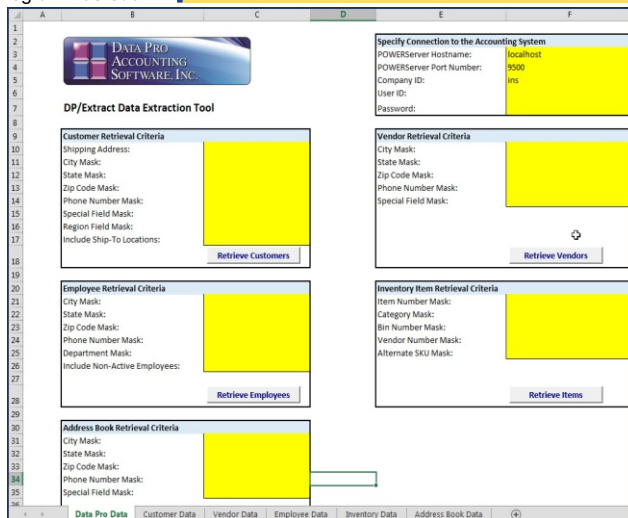
Because the system uses the **POWERServer** module, it communicates and is fully aware of user rights within the accounting system. Therefore, this utility can actually be installed on several users' PC's throughout the office and they will only have access to data that they have been granted access to by management.

STORED SECURELY!

What must be kept secure are the actual "Excel" data files that are generated from the "Retrieval" options for each of the accounting modules. The system provides a series of "Masks" that allow you to find specific pieces of data and to "exclude" other data by using the "Masking" feature, just as it is utilized within the **Infinity POWER** applications themselves. Therefore, if you enter "FL" in the "State" field, for example, you will only get an extraction of data for customers with addresses in **FLORIDA**.

Once you "retrieve" that data though, you will save it off to a separate Excel spreadsheet on a secure drive (**local, network or jump drive**) for use based on your needs. This can include **Mail Merges** in **Word** for **Direct Mail Campaigns**, **Bar Code Printing** for **Inventory Items**, **E-mail Blasting** and a whole range of other uses. But, now the data is in **Microsoft Excel** and no longer protected by the **Data Pro Security Administrator!** Be careful!

Integrates with ASCII, Text, Excel Files



Infinity POWER options available to "extract:"

ACCOUNTS RECEIVABLE

- Customers

ACCOUNTS PAYABLE

- Vendors

PAYROLL

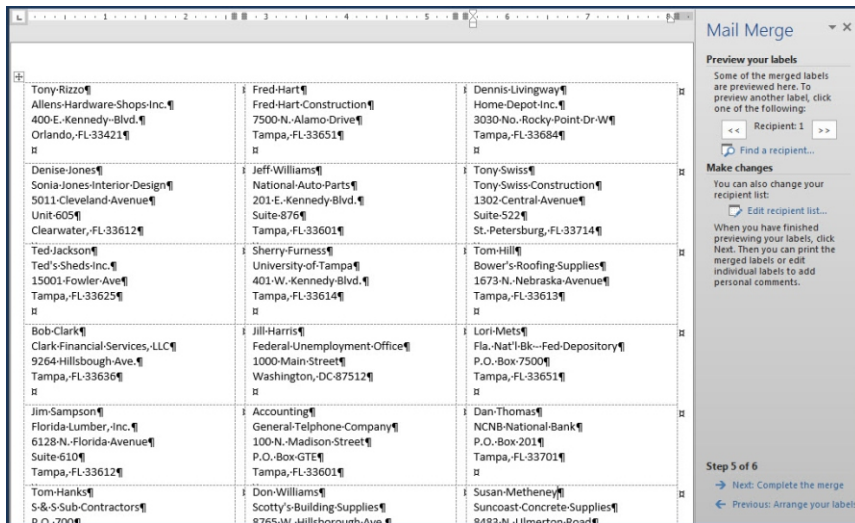
- Employees

INVENTORY MANAGEMENT

- Inventory Items

ADDRESS BOOK

- Address Contacts



Microsoft Word now has the "live" data it needs for a complete "Mail Merge" whenever you want it!

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