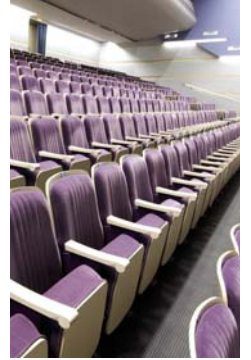




14th
 ANNUAL
ACCPAC LIVE
 CONFERENCE



October 25-27, 2011

Register Early & Save

sage

OCTOBER

LONDON

25

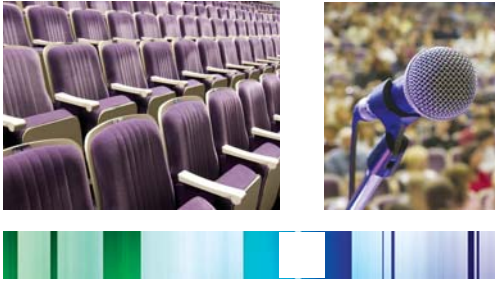
BURLINGTON

26

TORONTO

27

ENGAGE
 EDUCATE
 EXCITE



2 WAYS TO REGISTER:

ONLINE

Use the fast and secure online form at www.baass.com

PHONE

Call us toll free at **888-650-5544** extension 4 and connect with us directly!

LET OUR STORIES INSPIRE YOU

We want to see you back! Regarded as the largest reseller conference in North America, Accpac Live is your chance to connect with Sage product gurus, BAASS specialists, and your industry peers!

SAGE USERS & FRIENDS

WELCOME

In my role as President of BAASS, I've endeavoured to maintain an open line of communication between BAASS and our clients. As you know, the BAASS team puts a tremendous effort into delivering high value solutions that are tailored to fit your unique organization and industry requirements. We want to continue to keep you abreast of new developments at BAASS as well as to provide you with more ways to **leverage your software investment to increase sales and revenue** in your business.

I want to personally invite you to Accpac Live 2011. Accpac Live is an investment that pays dividends long after the conference has ended. It's the only event where you can become part of the Sage community by connecting with fellow software users, product experts, support analysts, and product leadership—all under one roof. No matter how long you've been using your Sage solution, you can do more. You can learn more. Here's your chance.

WHY YOU CAN'T AFFORD TO MISS THIS CONFERENCE

- Build your schedule based on three learning tracks designed to address the needs of the novice and power user alike.
- Take advantage of **training that will sharpen your technical skills** and expand your business acumen.
- Talk shop and **share ideas with an anticipated 200 Sage customers**, partners, consultants, and BAASS staff.
- Gain unparalleled access to BAASS product managers, technical experts, customer support specialists, and executives.
- Discover a wide range of products and services from Sage and our authorized development partners that you can leverage to achieve your strategic business objectives.
- Earn 7 CGA, CMA Professional Development Credits just by attending!
- Take advantage of our three tier registration pricing incentives that help you **save and share** the knowledge.

Now in its fourteenth year, Accpac Live is the largest partner conference in North America. We've listened to your suggestions and are committed to providing the most relevant training, expertise, and insight to help improve the way you work. **Early bird registration is now available** by calling **1-888-650-5544 x4** or at www.baass.com/accpaclive.html.

Mark your calendar for **October 25-27 in London, Burlington, and Toronto**. Let's come together to discuss what's working, share ideas, and identify strategies for success. Our goal is to ensure you leave the conference armed with product knowledge and technical skills you can apply right away when you return to the office.

Warm regards,

Joseph Arnone, MBA
President

tel
888-650-5544

Register Today!

Please visit www.baass.com or call 888-650-5544

Our Team is an Extension of Yours

JOIN US FOR THE ACCPAC LIVE CONFERENCE

The event is hosted by one of the top Sage ERP Accpac Business Partners, BAASS. The volume of knowledge and training provided at this conference with 3rd party exhibitors and break out sessions is unparalleled!

About BAASS Business Solutions Inc.

BAASS is a full-service technology consulting firm with over twenty years experience in providing quality products, services, and support to clients in a number of industries across Southern Ontario. Industry recognitions include being ranked in Accounting World's Top 100 VARs, Accounting Technology Magazine's Pacesetters Award, and two consecutive Business Partner of the Year recognitions from Sage Software Inc.

With a complete team of certified IT and e-Business consultants, BAASS offers a comprehensive line of services, from needs consultation and network setup, to software training and technical support in accounting, CRM, e-business, EDI, software customization, and web solutions, specializing in Sage ERP Accpac, Sage ERP X3, and Microsoft Dynamics products.

CONFERENCE LOCATIONS:

LONDON -OCTOBER 25

LAMPLIGHTER INN
591 Wellington Rd. S.
London, ON N6C 4R3

BURLINGTON -OCTOBER 26

BURLINGTON CONVENTION CENTRE
1120 Burloak Drive,
Burlington ON, L7L 6P8

TORONTO -OCTOBER 27

BELLVUE MANOR
8083 Jane Street,
Vaughan ON, L4K 2M7



A CONFERENCE DESIGNED TO FIT YOUR ROLE:

CEO, COO, V.P. SALES

With economic challenges, declining sales, and employee morale down, CEO's need inspiration before implementing a solution. BAASS invites you to understand how you can develop an environment where creativity is part of your process and innovation is top of mind!

CFO, CONTROLLERS

The numbers aren't adding up? Where can we make improvements and how quickly can we implement these changes? The spotlight is on you! Discover how BAASS has carefully maximized our sessions to answer these very questions for the CFO that knows how to get their hands dirty!

FINANCE MANAGERS

Multiple organizations, multiple headaches, multiple bosses! Sound familiar? Accountability and reporting need to be accurate and turnkey. Where can you turn? BAASS has topics that cover compliance issues, advanced reporting, and how to turn those numbers into wonders!

PAYROLL, HR

The human factor and how can we leverage it? Training and management of your most precious asset needs to be tracked, recorded, and leveraged. BAASS has comprehensive tracks focusing on how we can deliver value to your employees while you deliver results to your organization!



CONFERENCE SCHEDULE



Time	Main Hall	Track A Extended Enterprise	Track B Training Essentials	Track C Leveraging your ERP
8:00 AM	Registration			
8:30 AM	Welcome Address/Keynote Using Cloud Computing to Change the Game of Finance by Robert Lavery			
9:30 AM	<i>Account Managers Consultants ISV's Tradeshow Development Showcase</i>	CRM 101 - The Value of Implementing CRM Software	Reporting Options	Leveraging your IT Investment while enhancing your Accpac System
10:05 AM		A Day in the Life - How to Maximize CRM for SFA & Marketing	Enhancing your Budget & Reporting Process with SAI	Armed & Paperless – Discover Document Management
11:05 AM		Ensuring Service Excellence with CRM	Advanced Reporting Turning Information into Insight	Automating Key Processes with Workflow
12:00 PM	Lunch Awards Ceremony/Service Level Updates Sage ERP Accpac Version 6.1 Preview & Roadmap			
2:00 PM	<i>Account Managers Consultants ISV's Tradeshow Development Showcase</i>	Sage Payment Solutions Unleashed	Exhibitor Floor (Main Hall)	The Productivity Pack EFT, PrintBoss, & Info Explorer
2:35 PM		Tailoring CRM for Your Organization	Sage ERP What's New Tips & Tricks	Outgrowing your ERP System? What's next?
3:25 PM		Five Signs you need a HR System	Entering Orders Vendor Shootout Session	Have you ever wondered how to do this with your Accpac System?
4:15 PM	Closing Remarks/Evaluation & Prizes			



SESSION DESCRIPTIONS

TRACK A

CRM 101 – The Value of Implementing CRM Software

With CRM quickly becoming an integral part of organizational infrastructures, you need answers to the "what, who, when, where, why, and how" questions about CRM. What is CRM? Who needs it? When will I be ready? Where can I get the information I need to evaluate what's right for me? Why use Sage? How will CRM impact my organization? We will answer these questions and show you that CRM is no longer a wish list item. It's an absolute necessity to compete and thrive in a world driven by business 2.0 practices.

A day in the life - How to Maximize CRM for SFA & Marketing

With SageCRM, sales cycles can be dramatically shortened and more deals can close faster. Your sales team gets instant access to vital customer data including reports and graphs, quotes, forecasts and historical account details. You can quickly do on-the-spot analysis, make informed decisions you can trust, and eliminate bottlenecks that typically stretch sales cycle. Join BAASS as we explore the Sales & Marketing Automation functionalities within SageCRM. The session will highlight BAASS' internal processes and shed light on our recommended best practices.

Ensuring Service Excellence with CRM

Make the most of every customer interaction, maximizing business opportunities and customer satisfaction. Sage CRM empowers your organization with critical information to build and support long-term customer satisfaction and loyalty. With fast online access to service requests, call and escalation history, interactions, multiple contacts, support cases, e-mail and documents sent and received, you'll have complete and accurate data at your fingertips—enabling you to quickly resolve client issues and easily create cross-sell or up-sell opportunities. Join us as we showcase our own internal success story and best practices utilizing Sage CRM's customer care options.

Track B

Reporting Options

Information is powerful, but timely information is not just nice to have in today's business environment. It's a necessity. Transform your data into strategic decision-making intelligence. This session will explore the various reporting options endorsed and compatible with your Sage ERP Accpac system. We'll give you real world examples of turnkey reports we've created for organizations similar to yours!

Enhancing your Budget & Reporting Process with SAI

Gaining an edge on the competition requires more than just insight into your business. To stay ahead, you need to be able to access up-to-the-minute key data about your products and marketplace. Sage Accpac Intelligence is one of the most powerful business intelligence tools on the market. Join us as we explore this tool and specifically address how you can leverage the technology to enhance your budgeting, forecasting, and reporting process.

Advanced Reporting - Turning Information Into Insight

Empower your business with the ability to easily create reports from Sage Accpac and quickly analyze information, based on the familiar Microsoft Excel application. You will learn how to rapidly create Financial Reports with minimal customization; analyze Sales, Inventory, Purchases, and GL Trend including drill down into detailed transactions; easily filter, sort, and format reports and create new reports; automate monthly managerial report distribution; and much more.

Sage Payment Solutions Unleashed

The Sage ERP Accpac Payment Processing powered by the Sage Exchange module gives Sage ERP Accpac customers the benefit of comprehensive business management coupled with credit card processing. Studies show that more and more purchases are being made with credit cards each year, and vendors accepting credit cards increase their sales by 15 to 50 percent. Sage ERP Accpac customers can take full advantage of this opportunity with the ease and efficiency offered by fully integrated payment processing.

Tailoring CRM for Your Organization

Like a fine tailored suit, custom just fits right! Haven't experienced the difference yet? Join BAASS as we share with you how Sage CRM can be tailored to fit your organization, acting as an extension of your best practices and helping you define new workflows to increase efficiencies within multiple business units. At this session, we'll share with you case study examples of how clients experienced significant ROI gains.

Five Signs you need a HR System

Every day, HR professionals are stepping up to the plate to help their organizations confront the most serious financial crisis since the Great Depression. They are being called upon to address a daunting array of workforce challenges that could significantly impact whether their organizations survive the current downturn and have a solid foundation for success in place when the economy recovers. This presentation will highlight innovative strategies HR professionals are employing.

Exhibitor Floor

Many of you asked us to secure some additional time within our jam packed schedule to allow you to connect with our value added third party vendors. We listened! Make the most of this time to connect with our various exhibitors and discover how they can help you extend your core applications. From time and attendance to document management, the BAASS Exhibit Floor has it all!

Sage ERP - What's New & Tips & Tricks

To a lot of people, software development is a bit of a mystery. How are new features chosen and by whom? Join BAASS as we get to delve into Sage Accpac Version 6, commonly referred to as the Next Gen. Let's face it - the world is changing and our needs are changing just as fast. Sage Accpac v6 is the most comprehensive release to date. We've flown in one of the key development managers in charge of incorporating functionalities that you, the end user, have specifically driven! This comprehensive overview will look at the Financial and Operational Suites including accounting, inventory control, and sales and purchase ordering. This is the one session you can't afford to miss!

Entering Orders without touching Accpac – Vendor Shootout Session

At BAASS we are always striving to connect you with third party applications that add value in your business. The Vendor Shootout Session is designed to highlight various third party applications that connect to your Sage ERP Accpac system in unique ways. The concept of this session is to showcase different ways you can enter orders into Accpac without ever touching the application. From EDI to eCommerce this session covers a wide array of topics.

SESSION DESCRIPTIONS

TRACK C

Leveraging your IT Investment while enhancing your Accpac System

IT infrastructure plays a pivotal role in ensuring the success of your ERP system. Join Lanetco Computer Networks, BAASS' IT partner, as we explore how critical the health of your IT environment is in this competitive landscape. We'll uncover what you could be doing today to ensure you're infrastructure aligns with your growth strategy. This session will also dive into disaster recovery, managed services, and how to make sense of what's available in the market.

Armed & Paperless – Discover how Document Management can revolutionize your Business

The overall impact of processing, handling, and storing paper documents in the workplace is astounding from a financial, environmental, and resource perspective. Not only can the inefficiencies attendant with paper-based bottlenecks be cumbersome on day-to-day operations, but the improper storage or loss of these documents can cripple or devastate a business. Join us and discover how document management can revolutionize your business.

Automating Key Processes with Workflow

Purchasing Workflow provides a sophisticated workflow engine with configurable rules, routing and approval functions. An easy-to-use requisition interface creates documents that are controlled through the workflow process. Purchasing Workflow enables organizations to tightly control & manage their procurement system. Join us at this session as we help you map out ways to use this tool to increase efficiencies and minimize manual procedures.

The Productivity Pack; EFT, PrintBoss, & Info Explorer

The productivity pack combines three solutions that compliment your existing ERP system; Electronic Fund Transfers (EFT), PrintBoss, and Info Explorer. Join us at this session to discover how each one of these components works hand in hand to deliver unparalleled ROI.

Outgrowing your ERP System? What's Next

Your existing ERP system has been reliable and served your needs for years. But things have changed. You have more customers. More employees. More complexity. In short, your small business isn't so small anymore. So how do you make the move to a more powerful accounting solution? First things first. It's critical to gather all the facts before you make a decision. The new system can impact nearly everyone in your company, so each decision is critical. It pays to be meticulous. Join us as we introduce you to Sage ERP X3, a scalable and fully integrated ERP system designed to take your business to the next level.

Have you ever wondered how to do this with your Accpac System?

In conjunction with our 'One Stop Shop' promise to our clients, BAASS boasts a large team of developers that are ready to customize your Accpac system when the out-of-the-box functionality runs short. Existing BAASS products/customizations have focused on enhancing the speed of data entry, addition of accounting controls, and extending the functionality based upon organization specific requirements. Attend this session and learn how you can customize your software to your unique needs.

AWARD CATEGORIES

EARN CGA PROFESSIONAL DEVELOPMENT CREDITS



Did you know that Accpac Live can be credited towards your Continuing Professional Development? In accordance with the Certified General Accountants Association's National CPD Standard professional development activities qualify if they are relevant to a CGA's professional environment. These activities can range from traditional accounting and other technical topics to general management skills, technology skills, leadership skills and industry specific needs.

At BAASS, we pride ourselves as industry leaders and innovators and count ourselves fortunate to work with a wide array of clients whose business challenges are as unique as our very own. We recognize our clients and alliance partners with awards that define their successes within the following categories. If you would like to nominate your company or learn more, contact BAASS today. Award recipients will be recognized at Accpac Live. Good luck!

REFERRAL PARTNER OF THE YEAR

MOST INNOVATIVE USE OF TECHNOLOGY

GROWING WITH SAGE

END TO END SOLUTION

SUPPLIER OF THE YEAR

CRM EXCELLENCE AWARD

SUCCESS STORY PARTNER

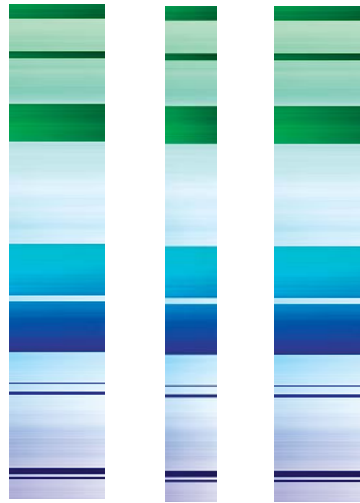


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 London, ON N6C 4R3

BURLINGTON -OCTOBER 26
 BURLINGTON CONVENTION CENTRE
 1120 Burloak Drive,
 Burlington ON, L7L 6P8

TORONTO -OCTOBER 27
 BELLVUE MANOR
 8083 Jane Street,
 Vaughan ON, L4K 2M7



2 WAYS TO REGISTER:

ONLINE

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PHONE

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REGISTRATION FEES AND DEADLINE INFO

PAYMENT INFORMATION

	Regular	Early Bird*
<p>Single Flying solo? Our early bird special will ensure you've secured your place</p>	\$69.95	\$49.95
<p>Register Two Everything is better with a little company! Bring a colleague and save! Remember Accpac Live covers numerous topics so reach out to your colleagues in different functional areas.</p>	\$139.95	\$79.95/Pair
<p>Group The more the merrier! When you register three associates from the same organization, you save! We strongly encourage you to bring your team – with three tracks and a day packed with sessions, this is a great way of ensuring all the day's topics are covered! Each additional person beyond three from the same organization will receive the promotional rate of \$33/per person.</p>	\$209.85	\$99.95/Group

EARLY BIRD DISCOUNT

Early Bird specials end October 14, 2011. So plan early and secure your team's spot at Accpac Live!

METHOD OF PAYMENT

We've made it easy to get involved! Simply utilize our safe and secure registration process by visiting www.baass.com. If you prefer to pay by cheque simply, state it at the time of registration and we'll issue you an invoice and contact you directly for payment prior to the event date.

* If you register by October 14, 2011.

Questions?

Please visit www.baass.com or call **888-650-5544**

tel
888-650-5544