

## The Sage Peachtree Insider | January 2011

An Inside Look at Sage Peachtree and Your Business



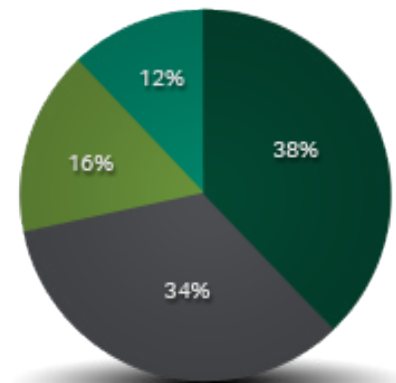
### INSIDE THIS ISSUE

- ◆ **Feature Article: Happy New Year** **Page 2**  
 No new year's resolutions here; just a couple of recommendations to help you stay on top of changing business conditions.
- ◆ **Social Media for Your Business: Be Part of the Conversation** **Page 2**  
 Learn which social media tools can help you communicate with customers and prospects.
- ◆ **Sage News: A New Year, a New Sage Peachtree** **Page 3**  
 See what's going on at Sage this time of year.
- ◆ **FAQ** **Page 3**  
 Out with the old, In with the new!
- ◆ **Employer's Corner: Employer Recordkeeping Brought to you by Sage Employer Resources** **Page 3**  
 Learn exactly which employee records you're required to keep and just how long you need to store them.
- ◆ **Excel Tips & Tricks** **Page 4**  
 These tips will help you get more out of one of your favorite office tools.
- ◆ **Retirement Readiness: 401(k) Plans** **Page 4**  
 Get the most out of your 401(k) plan – for you and your employees.
- ◆ **Heads Up: Regulatory Issues We're Watching** **Page 5**  
 There are more payroll and regulatory issues ahead for 2011. We'll keep you informed..
- ◆ **Business News: The Secret is Out – Integration is In!** **Page 5**  
 It's all about saving time and working more efficiently in Sage Peachtree.

### Previous Poll Results

What is your company's primary focus over the next 12 months?

- 38% Profitability and Efficiency**  
(Increasing the bottom line)
- 34% Revenue Growth**  
(Increasing the top line)
- 16% Customer Retention**  
(Better customer service)
- 12% Employee Retention**  
(Better benefits)



### Subscribe

**Sign Up for The Sage Peachtree Insider**  
 Become an official subscriber and get valuable tips and info to support your business needs.

[Sign Up Now](#)

### Feature Article: Happy New Year!

We hope things are going well so far. How often have you written 2010 instead of 2011? And how many New Year's resolutions have you broken? Old habits die hard, but we keep trying. This time of year there are always lots of tools and advice to keep us on track – even smart phone apps to help us on the go.



How about for your business? Any new resolutions or business habits you want to begin building? We have a few suggestions. After all, it's always more fun to "help" others than to do the hard work ourselves! Seriously, there are two analysis tools in Sage Peachtree that can help you stay on top of changing business conditions this year – the Cash Flow Manager (see this month's FAQ) and Sage Peachtree Business Analytics.

**Sage Peachtree Business Analytics** helps you manage business growth and profits. Compare margins for this month to the same month last year. See whether your revenues and profits are growing on a 12-month basis. Compare your cash collections against other companies in your industry. Valuable information, and available to Sage Peachtree customers using Sage Peachtree Accounting versions 2009 through 2011.

Once you register for Sage Peachtree Business Analytics, your Sage Peachtree data is analyzed and you have real-time, web-based access to a world of analytics for your business, including:

- **Trend Analysis:** dashboard views of key business trends
- **Performance Monitor:** instant comparison of your company's performance vs. comparative industry data
- **Assessment Reports:** customized, actionable reports that measure your company's performance against industry benchmarks

You also have access to preferred service providers who can help you address performance gaps identified in these assessment tools. Registration is fast and simple and can be accessed under the Analysis menu. Please take a moment and register today.

We hope these tools and the rest of the articles in this newsletter help you get off to a great start this year. We wish you much health and success.

[Comment on this article](#)

### Join the Sage Peachtree Community!

Get answers and advice from the thousands of members of the Sage Peachtree Online Community. Join in the discussion at <http://community.peachtree.com>



### Social Media for Your Business: Be Part of the Conversation

#### Social Media for Business is No Longer Optional

By Kim Dixon, Sage Peachtree Product Team

It's that time of year when everyone gets out their diaries or their resolution charts and writes down, maybe once again, those things they will commit to doing better or different this year. You usually have your set of personal resolutions and business resolutions. Is this year going to be different?

When I was thinking of the business resolutions that maybe I could remind you of, the all too familiar – prepare a budget, focus on ways to increase sales revenue, better manage cash flow, etc. – came to mind. But the number one thing I can tell you is social media is here to stay and small businesses are the last segment getting on the social media bandwagon.

If you are like most small businesses, you've been too busy running your business to figure out what you need to do. The days of creating a magazine or mail ad and waiting for the sales to pour in are over. This is the year for you to either create or strengthen your social media strategy. It's no longer an option.

It can be overwhelming at first to figure out what networks you need to be on. It's no secret Facebook and Twitter are the most popular, but you should do a little research to find out what the best fit is for your business.

What market and what customers are you trying to reach? Facebook is getting a lot of attention these days. You are probably one of the 400M+ who have an account. But if you are a B2B company, LinkedIn and Twitter may prove to be more useful than Facebook. And what is this Foursquare that is getting so much publicity? Could blogging via Wordpress be the way for you?

Social media is a way to engage with prospects and customers. You should have a strategy that will allow you to get the most out of your time and effort. In the following newsletter editions, I will be highlighting these different networks. Let's resolve now – "I will develop or strengthen my social media strategy in 2011!"

[Comment on this article](#)



### Become a Fan!

The Sage Peachtree [Facebook Fan Page](#) has business news, special offers, tips and occasional contests. "Like" us and become a fan today!



### Sage News: A New Year, A New Sage Peachtree

What a busy time ahead of us! The November – December holiday season may be talked about as the busiest time of the year, but we know better. For many small businesses, the new calendar year means closing a fiscal year, pulling together and filing tax documents and taking a fresh look at business processes and investments. And, boy, does that keep us busy!

Here at Sage Peachtree, the Sage Peachtree Research & Development team is also pretty busy. We've been hard at work on the next release and beyond, and the new year gives us a chance to let a small group of customers and partners take a look at what we've done so far. Through our Beta program, a group of customers and partners will be given a 'sneak peek' into Sage Peachtree 2012. The feedback we get during this time is invaluable, as are the numerous enhancement requests, survey responses and Community comments we receive all year. From our Beta participants, we can learn about ways to improve usability, prevent environmental issues, and even present the new features to ensure we continually deliver a high value, high quality product to you.

We hope the New Year process in your business isn't too stressful, and that 2011 brings you much prosperity and good will. Our Sales, Service and Support staff are ready to help, if you need it. Don't forget to check out our [Year End Center](#) for great tips. And be sure to look for more information about Sage Peachtree 2012 in the coming months.

[Comment on this article](#)

### FAQ

#### How can I best assess my cash flow needs for the upcoming year?

The Sage Peachtree Cash Flow Manager automatically pulls in all the components affecting cash in your business and allows you to forecast out several weeks, months or a year. It shows you the balances of your cash accounts, cash expected to come in, and cash expected to go out. You can modify settings, such as the time frame you want to see and the types of transactions (invoices, quotes, purchases, and so on). You can also change expected due dates, amounts and enter "what if" transactions to see what effect they will have on your cash flow.

You can access the Cash Flow Manager in Sage Peachtree from the Analysis menu or from the Analysis Tools button on the Banking Navigation Center.

#### When should I purge my Sage Peachtree data?

The SagePeachtree purge process can be performed at any time, including after you close the fiscal year and/or close the payroll tax year using the Year-End wizard. Purging removes inactive customers, vendors, employees, jobs, quotes, invoices, purchases, and so on from the records of a company. This reduces the size of the files in a company and frees valuable disk space for current and active data.

You can [view an overview and instructions](#) for running the purge process on the Sage Peachtree Year-End Center.

[Comment on this article](#)

### Employer's Corner: Employer Recordkeeping Brought to you by Sage Employer Resources

Employers typically keep a number of different records as a way of documenting an employee's relationship with a company. In addition to being a good business practice, your company may be required to keep certain employee records in order to comply with both federal and state law. Please be sure to contact your state labor department to confirm recordkeeping requirements for your company.

#### Recordkeeping Requirements under the Fair Labor Standards Act

One set of records that nearly all employers are required to keep includes basic identifying information about employees and data about hours worked and wages earned. Under the federal Fair Labor Standards Act (FLSA), you must maintain accurate records for each non-exempt employee that include:

- Full name and social security number.
- Address.
- Birth date, if younger than 19.
- Sex and occupation.
- Time and day of week when workweek begins.
- Total hours worked each day and each workweek.
- Basis on which wages are paid (e.g., "\$9 per hour", "\$440 a week", "piecework")
- Regular hourly pay rate.
- Total daily or weekly straight-time earnings.
- Total overtime earnings for the workweek.
- All additions to or deductions from wages.
- Total wages paid each pay period.
- Date of payment and the pay period covered by the payment.

#### How Long Should Records Be Retained?

It is important to consult applicable federal and state laws for how long to keep employee records.

The FLSA requires that you preserve payroll records for at least three years. Records, on which wage computations are based, such as time cards, should be retained for two years.

**Additional Information** For more on the FLSA recordkeeping requirements, please visit the U.S. Department of Labor's [Wage and Hour Division](#).

[Comment on this article](#)



**Recent Blog - Use YOUR Image to Build Your Business Image**

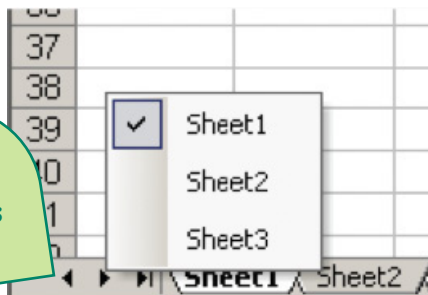
### Excel Tips & Tricks

We know how much Microsoft Excel means to your business. In some cases it's your primary tool for certain activities, in others it's an important reporting supplement to Sage Peachtree. In any case Excel plays a major part in your business operations. Starting with this issue, we're going to offer a few tips each month that might help you get more out of Excel or just make it easier for you to use.

Ever have trouble selecting the right sheet on a workbook that has 5 or more sheets? Instead of using the arrows try this:

#### 1. Navigate to different sheets in a workbook with many sheets.

a. Right-click on the sheet arrows at the bottom left of your screen.



b. A list of the sheets in the file will be displayed.

c. Left click on the sheet name you would like to navigate to.

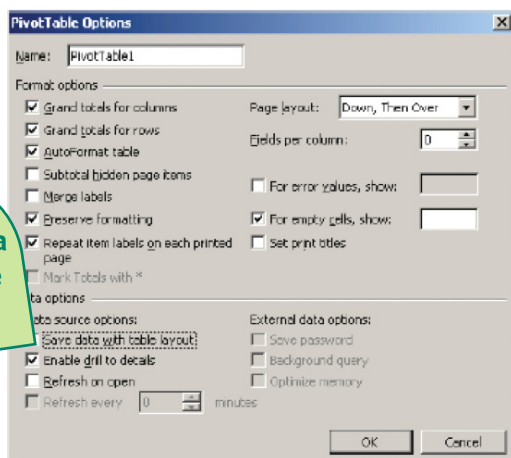
#### 2. Change the size of a file or whether it is using real-time data when using a PivotTable in Excel.

PivotTables by default always save the actual data with the layout of the table. This means the data in your spreadsheet is always fresh, but also causes an increase in the size of the file. You can determine which behavior you prefer on the table options of the PivotTable. If you opt to not "save data with table layout", you will always have to refresh the table before you can use it.

a. Right-click anywhere on the PivotTable.

b. Select Table Options from the shortcut menu.

c. Clear the checkbox toward the bottom of the options window "save data with table layout."



d. Select OK, and then save the file. The file should have reduced in size.

### Retirement Readiness: 401(k) Plans

Welcome to a new monthly feature – a direct line to help answer any questions you always wanted to know about 401(k) plans. We'll address important retirement issues and provide the information you need to help you and your employees create a secure retirement.

This column will help keep you in-the-know about the latest regulations, investment types, trends and much more. We'll cut through the industry jargon and biased opinions to provide you information you can use.

Next month's first in-depth article addresses the newest Department of Labor regulations regarding transparency in retirement expenses and fees. We'll discuss your responsibility to monitor the plan and show you how to know if you're paying too much.

In the future, look for more insights, such as how to know if:

- You have the right type of plan
- Plan investments are performing adequately
- Your plan is meeting its savings goals
- You're protecting employee best interests

We care about retirement readiness for you and your employees, and want to help you with these topics and many more. Be sure to check out the February edition to learn more about fee transparency. Find [more information here](#) on what you can do to prepare to meet your retirement goals.

[Comment on this article](#)



### Sage Peachtree Tweet of the Month

The most popular [@PeachtreebySage](#) Twitter post of the past month:

GM Connie Certusi kicking off the Sage Peachtree Listening Tour. <http://twitpic.com/3ecyfw>

Reminder: Next stop on the Listening Tour is February 17 at Atlanta Marriott Gwinnett Place. Morning session is for partners; afternoon session adds our customers into the mix. Join us if you can!



**PeachtreeBySage**  
Peachtree by Sage

[Follow us](#) to get daily tips and news about Sage Peachtree, small business resources, and social media information.

[Comment on this article](#)

### Heads Up: Regulatory Issues We're Watching

It's been said that the only constant is change – and the new fiscal year brings with it plenty as it relates to payroll and regulatory changes. If not monitored closely, these changes could create costly miscalculations that bring unnecessary penalties.

Here's a high-level summary of what's in store during 2011. Over the next several editions of the Sage Peachtree Insider, we'll dive into each of these topics a little deeper.

- **New Process for Treasury Tax and Loan (TT&L) Payments:** Did you know that the IRS no longer allows businesses to submit tax and loan coupon payments at their financial institution? We'll explore alternative methods.
- **HIRE Act Update:** The IRS has issued a W-11 Form Employee Affidavit. It must be signed under penalty of perjury to certify employee eligibility for the program and allow employers to rightfully claim both the payroll tax exemption and the new hire retention credit. We'll outline an easy way to get it on file and be ready for any audits.
- **Payroll Tax Quarterly Reporting Changes in 2011:** There have been changes to many quarterly forms along with how they are reported. Forms affected include (but not limited to) Forms DE 6, DE 7, DE 9C, DE 88ALL and EDD. There's an easy way to be prepared.
- **New Healthcare Reform Act:** The majority of changes won't occur until the year 2014. In the meantime, there will be a phase-in of portions of the Act. We'll be here to help.
- **New IRS Notice and Demand for Employer Taxes on Tip Income:** Unfortunately, many employers do not realize that they may be liable for taxes on tips employees do not report to them. We'll let the experts explain how Form 4137 and Form 8027 come into play.

This list gives you a small glimpse into the complex and frustrating changes for 2011. Don't do it alone! Sage Peachtree payroll experts monitor the ever-changing federal and state requirements, compliance issues, year-end reporting deadlines, and complex payroll tax calculations so you don't have to. Stay tuned for more, or check out all our [payroll solutions](#) online.

[Comment on this article](#)



### Customer Quote

"Sage Peachtree Simple Payroll with Direct Deposit easily integrates with Sage Peachtree, and the price point was right. It has cut down the amount of time the staff spends on payroll by half, since there is no longer any time leaving the office and running to the bank, waiting in lines. It simply works"

– Scott Bova, President, Triangle Fraternity Educational Foundation

### The Secret is Out – Integration is In!

Starting the New Year out strong is the goal for every business, small or large. Starting it out in a way that could have an immediate impact on your bottom line and operational efficiency is something that we can help your business achieve right now through "payment integration".

If your business accepts credit cards as a payment method, then integrating those payments with your accounting software means never having to manually enter credit card payment information into your accounting software.

If you don't yet accept credit cards as a form of payment in your business, consider this. Because many items are purchased on impulse, credit cards allow customers to spend more and buy more often. Plus, credit cards enhance your business's impression of credibility and offer increased security and convenience to your customers.

There are two easy steps to integration. First, make sure you're using Sage Peachtree Accounting 2011 because it ensures compliance with the latest credit card industry requirements (PCI DSS)<sup>1</sup>. Then, sign up for [Sage Peachtree Credit Card Processing](#) with Sage Payment Solutions<sup>2</sup>. Sage Peachtree and Sage Payment Solutions will work hand-in-glove so you can easily start integrating your payments data and never waste time manually entering or cause errors in your accounting process.

So what are small businesses saying about the benefits of payment integration?

*"I wanted to reduce manual entry, have less paper floating around, and less room for personal errors."*

*"I can get the job done in an hour or 90 minutes instead of 2½ days."*

Getting started is quick and easy and doing it as part of your business' New Year's resolution is sure to be a solid step in the right direction!

[Comment on this article](#)



### Top Online Community Discussions

The most viewed discussions at the Sage Peachtree Online Community over the past month:

1. [Importing Assembly Items](#)
2. [2010 Quantum Edition with SBS 2008](#)
3. [Pro 2010 Accounting](#)
4. [Automatic Job Costing for Salary Employees](#)
5. [Peachtree 2010 for Mac OS X](#)