

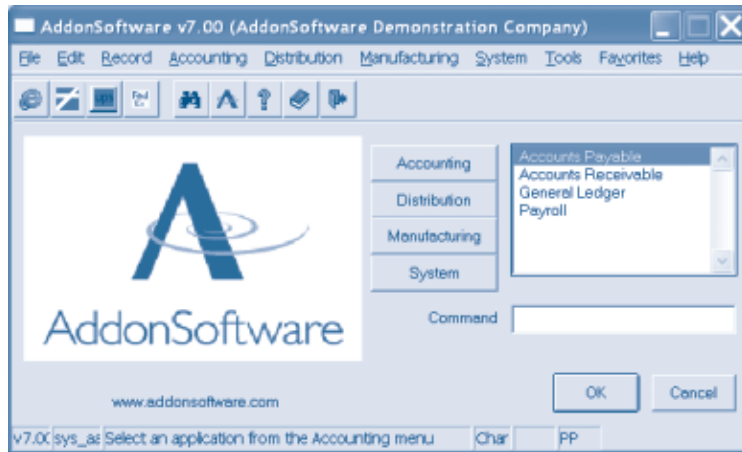


MASI

A quarterly newsletter from MicroAccounting Systems, Inc.
Volume 18, Number 2 Winter 2003

In this Issue:

- AddonSoftware Version 7
- MASI Celebrates 20 Years
- New Clients
- Joe's Message



Announcing the Release of AddonSoftware™ Version 7

After more than five years in development, we are delighted to announce the release of AddonSoftware Version 7. The primary objectives of this release are to introduce the new graphical user interface (GUI) and a new technological foundation for the product line.

There are many technological improvements in Version 7, including the new graphical interface, improved interface with Microsoft Excel, emailing and faxing documents and reports directly from AddonSoftware, easier integration with third party products, greatly enhanced lookups with filtering, re-sorting and re-arranging of columns, newly written SpeedSearch™, new print preview, drop-down menu navigation, and much more. There are also many useful enhancements to the applications themselves.

We are also offering Jet Reports, an Excel-based report writer with live drill-down directly from Excel worksheet cells to AddonSoftware data files. For anyone who is familiar with Excel, this new report writer is a must-see.

With Version 7, On-Line Help has been completely re-designed and re-written. The AddonSoftware user guides are now provided on-line in Web HTML, with Index and Search capabilities and with easy navigation around the Help system.

(continued on page 2)

20 Years

On December 16, 1983, MicroAccounting Systems began business in sales and support of microcomputer-based accounting software. This month we celebrate 20 years!

It is estimated that 90 percent of all new businesses fail within the first three years. Of the remaining 10 percent, few make it to their 20th anniversary. Why has MASI succeeded? What have we done differently from other companies in our industry—or in any industry?

(continued on page 3)

(Version 7 continued from front page)

The system can be deployed in a variety of server environments, including Windows, UNIX, and Linux, depending on your needs and desires. User client PCs may be full-featured PCs or they may be thin clients accessing the programs and data through Microsoft Terminal Server or Citrix software. As with previous releases, source code is included at no additional charge, giving the customer additional support options and saving money over the long run.

Perhaps the best part of all is the cost, especially when compared to the competitors. AddonSoftware continues to be modestly priced, with no required annual maintenance charges, so the "Total Cost of Ownership" over a five-year period is dramatically lower than most software targeted for the middle-market.

AddonSoftware Version 7 represents a significant step forward for the entire AddonSoftware community, especially its customers. This release gives customers a major upgrade in technology while retaining the full feature set of the software and even their own program customizations.

If you haven't seen it yet, you are missing out on something really exciting. Please give your MASI sales representative or consultant a call to schedule a demonstration. We think you will be amazed with the software (everyone has so far!) and excited about the prospects of upgrading.

New Clients

McNett Corporation in Bellingham, Washington is a manufacturer and distributor of repair and maintenance products for outdoor, diving, water sports, fishing, and travel enthusiasts. Brands and trademarks include Aquaseal®, Aquasure™, Seam Grip®, Freesole®, MicroNet™, and Aquamira®. Over 170 products are distributed worldwide by over 280 domestic and international distributors, and over 6,000 retail accounts are served by the Bellingham production facility and the European distribution center.

In business over 20 years, McNett Corporation recently purchased Navision. "We needed to advance to a more modern technology after we decided to replace INMASS. As a light

manufacturer and distributor, we wanted software that would grow with our business so we chose Navision. We're very excited about Jet Reports, and Navision is versatile enough to accommodate our salespeople when they're on the road. The data conversion has gone smoothly and the people at MASI are great to work with," said Sandra Hull, Controller of McNett Corporation.

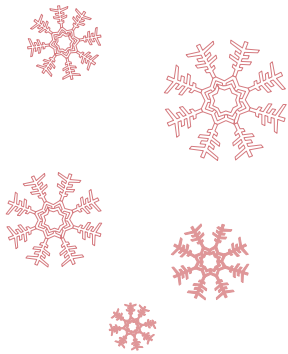
Naknek Barge Lines, LLC based in Seattle, Washington is a vessel financing company. The company provides barges and tugs to Alaska for Northland Services, Inc. Northbound freight consists of building and construction materials, heavy equipment and vehicles, grocery items, and fishing supplies.

"We chose Navision for its ease of use and the reporting features. We will be using Job Costing to track the maintenance and repair of vessels, so that's a very beneficial piece for us. We found Navision through Internet research and then learned of MASI. The implementation has gone well and Sheryl [Williams, MASI] and Mike [Wood, MASI] have been very helpful," said Janet Stebbins, Controller of Naknek Barge Lines, LLC.

WRQ, Inc. in Seattle builds software for accessing and integrating host applications. WRQ Reflection software provides a broad range of terminal-emulation and PC X server solutions. WRQ Verastream integration server provides a single platform for reusing host logic and data in web applications, CRM applications, or portals. Established in 1981, WRQ is one of the largest privately held software companies in the U.S. From regional healthcare institutions to global telecoms, WRQ has customers across multiple industries in more than 50 countries worldwide.

WRQ purchased Navision for accounting, fixed assets, and purchasing. "We needed to replace PeopleSoft because it was too expensive, too big, and too cumbersome. We chose Navision for its ability to handle multiple currencies, its simplicity, and its ease of use. Jet Reports was also a big attraction for the folks who need to analyze the numbers. We brought MASI into our selection process late in the game, and they really stepped up to the plate. We continue to be impressed with their knowledge level and commitment," said Glen Reynolds, Project Manager at WRQ, Inc.

*Welcome
New
Clients*





Joe Taylor, President of MASI

Happy Holidays!

by Joe Taylor

It's hard to believe 2003 is over. I'll have to admit, though, that I'm glad it's over. This has been one of the toughest years ever. It started well, but once the Iraq conflict began, everything else just came to a stop. That downturn, coming right after three years of a poor business climate, was very damaging to the US economy. Now it's ending with a definite uptick—thank Goodness!

This is the time to be thankful, and I am. I love this time of the year—it's a time to reflect, to get family and friends together for giving and receiving, to celebrate another year, and to thank those who have contributed to our prosperity and to our happiness. For us at MASI, that's mostly our clients. So from all of us to you, Thank You!

It's also a time to plan for the upcoming year, and with the release of AddonSoftware Version 7, our plans have brightened significantly. We are looking forward to a good year—not just better than last year, but an “honest to goodness” good one—the best since 1999. With the new release of Addon and the continuing improvements in Microsoft Navision, combined with what should be a growing economy, 2004 is very promising.

Perhaps with the Presidential election coming up in another short year the economy will keep growing for a while—I'm ready for several years in a row, how about you?

Happy Holidays to all of you! Thank you for your business. We look forward to many more years working with you.

(20 Years continued from front page)

Probably the most important difference between MASI and our competitors over the years is our total focus on the long-term success of our customers' software systems.

By far, the most prevalent focus of our competitors is on their own short-term success selling software products. Many of these companies take on new products every year or two, because these new releases are the “hot” sellers. Of course, every time they take on a new product, they leave their customers behind, because it's impossible to adequately support numerous products at the same time.

On the other hand, because of our long-term commitment to our clients, we have maintained our focus on just two software product lines. So our customers can rest easy that we will not only be here to help them with their software, but we will be good at it, since that's all we do.

The long-term focus puts responsibilities on us to retain our good people over time. In the high-tech business, that's not always easy—some of these folks want to jump to whatever is the latest technology fad. And we've lost some people because of that. But we've got a great staff of very experienced people who love to serve clients. And they do get to move up with technology—just not as fast as this industry moves.

We have also maintained a staff proficient in customizing software. In the middle market that we serve (defined loosely as companies with annual revenues between \$5 million and about \$40 million), software does not come “out of the box” with every feature that every company needs. Software that has every feature a company might need is far too expensive for middle market companies to buy. So no company in this middle market can implement “canned software” successfully without it being customized to some degree. And for some companies, the level of customization is significant. AddonSoftware and Navision provide the tools to easily customize and manage customizations for our customers through the upgrade process.

(continued on back)





Suite C
15050 SW Koll Parkway
Beaverton, OR 97006

Address Service Requested

Belleuve, Washington 425-885-4199

Then we make the commitment to the customer that we will be available to continue supporting them over the years—we make that long-term commitment. For the last 20 years, we've kept our word.

We are still available—standing ready to provide support to our customers on an as-needed basis. Our customers have the peace of mind that comes from knowing that we are here whenever they need our help or expertise. And we don't try to be all things to all people—we only work with companies that use either AddonSoftware or Navision, and we currently support about 150 customers in the Pacific Northwest who use these products.

As long as we stay focused and do our job well, we will stay in business. That takes the pressure off our customers, so they can focus on their business and breathe freely because they have us on their team.

Beaverton, Oregon 503-641-4200

Over the years we have met quite a number of company executives who have rightly observed that “no software will fit us. We do too many different things.” That's when MASI really earns our stripes. That is when we are the most valuable.

We have a staff that understands not just computers or software, but business processes and the link between those processes and software. That understanding, combined with common sense, has been one of our most important contributions to our clients—it's what we do well, and it's a function that we really love. So we can design and then develop applications that work effectively for those clients, improving their operational efficiency, reducing their costs, giving them the freedom to grow without the proportionate growth in overhead costs.

(20 Years continued from page 3)

www.masi.com



NAVISION®
SolutionCenter