

# **Orchid Systems Announces Availability of North American Based Sales and Marketing Support**

## ***New Relationship Leverages Knowledge and Experience of Robert Lavery to Provide Support for ACCPAC's North American Channel Partners***

**North Sydney, New South Wales, Australia**, March 10, 2004 – Orchid Systems, an ACCPAC Development Partner and Gold Sponsor of the upcoming Third Party Advantage Conference (TPAC) in Vancouver, announced today a relationship with Robert Lavery & Associates to provide Sales and Marketing support for the North American ACCPAC Business Partner Channel. The relationship allows Orchid Systems to expand their presence in North America by leveraging the skills, experience and contacts that Robert Lavery developed during his employment at ACCPAC International.

As part of the new relationship between Orchid Systems and Robert Lavery and Associates, Robert will personally liaise with ACCPAC Business Partners in North America to promote Orchid's products and services through Internet based webinars, participation in regional Dealer Meetings and conference calls, client seminars and attendance at ACCPAC conferences such as the upcoming Third Party Advantage Conference (TPAC) in Vancouver April 25 to 27, 2004.

"Orchid Systems is excited about the opportunity to provide our growing channel of North American resellers with professional sales and marketing support from someone they know and trust," said Steve Fouche President of Orchid Systems. "Our existing solutions are already sold and supported by several ACCPAC Solution Providers in North America so we anticipate growing our presence in the ACCPAC channel substantially through this new relationship with Robert."

Robert's unique blend of technical, marketing and presentation skills were developed while working at ACCPAC International for over 12 years in various capacities including channel management, product marketing, corporate sales and strategic alliances. His responsibilities at ACCPAC included developing the ASP strategy and programs at ACCPAC Online and managing alliances with key technology partners and professional accounting bodies.

His last position was Vice President of Strategic Accounting Alliances where he was responsible for developing and managing relationships with public accounting firms in North America. Prior to joining ACCPAC International, Robert worked in public accounting for 6 years with KPMG and BDO providing consulting to businesses on how to adapt and integrate technology to improve business processes and decision making.

Robert Lavery & Associates, headquartered in Toronto, Canada assists ACCPAC Development Partners with market research and market development through effective marketing and sales activities to create better brand awareness and generate demand for their solutions within the ACCPAC Business Partner and End User communities. Business Partners benefit by having a reliable source of information about third party products that can enhance their client's Advantage Series based systems and increase their revenues.

Orchid Systems has enjoyed a relationship with ACCPAC International for over 10 years. They have been a Development Partner with ACCPAC since 1996 and were previously recognized as the Dealer of the Year for Australia, New Zealand and the Pacific Islands. The Orchid team has a combined development experience of over 50 years.

Orchid Systems offers complete customization services as well as a suite of 4 main add-in products which includes; Return Material Authorizations, Inter Entity Transactions, Budget and Information Management and Consolidated Invoicing.

## **Return Material Authorizations**

Return Material Authorizations is designed for businesses that need to track sales returns and warranty repairs to maintain better control over inventory and improve customer service. It is well suited to high volume return environments such as Internet, Catalogue or Mail Order businesses that deal with consumer goods and high tech or electronic goods and/or businesses with simple service and repair tracking and billing requirements.

## **Inter Entity Transactions**

Inter Entity Transactions streamlines data entry by saving time and reducing errors for journal entries that span multiple entities within one ACCPAC database. Inter Entity Transactions automatically generates Due To and Due From balancing entries within each GL segment to easily handle bank transfers or intercompany loan transactions between multiple entities whether they be branches, divisions, funds or companies.

## **Budget and Information Management**

Budget and Information Management is designed to allow Advantage Series users to store multiple budget, operational and non-financial data within the Advantage Series database. All of the Advantage Series Views are accessible from within an Excel spreadsheet to create powerful budgets, operational reports and links to documents or pictures with ACCPAC data.

## **Consolidated Invoicing**

Consolidated Invoicing tracks outgoing consignment inventory for businesses who sell on a consignment basis. Inventory moves from a sales location to an In-transit location within the ACCPAC database so that inventory that is physically shipped to a third party can be tracked and valued for insurance purposes but is not available for sale.

All Orchid Systems solutions benefit from ACCPAC's industry leading architecture since they are written with the ACCPAC Advantage Series SDK. These benefits include support for multiple databases and key System Manager functions such as DB Dump and DB Load, robust security features, data integrity checks, customization and VBA macro support. Multi-user environments are supported through standard ACCPAC Lanpaks so there are no additional licensing costs.

## **Pricing and Availability of Orchid Systems Solutions**

All Orchid Systems solutions are available for sale in North America through Robert Lavery & Associates. Authorized ACCPAC Solution Providers can download demo copies of any modules for FREE by registering at [www.orchidsystems.biz](http://www.orchidsystems.biz) and requesting activation codes.

Current pricing for Return Material Authorizations and Consolidated Invoicing is \$1200US/\$1800CDN for the Enterprise Edition and \$800US/\$1200CDN for the Corporate Edition. Pricing for Inter Entity Transactions and Budget and Information Management is \$1500US/\$2250CDN for Enterprise Edition and \$1000US/\$1500CDN for the Corporate Edition.

## **Contacts**

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