# Datafile Software Limited

## Accounting and Management Information Systems

# Datafile Software User News

## The UK's number one flexible accounting solution

## Welcome

Welcome to the April newsletter for users of the Datafile Software system

In this newsletter we demonstrate one of the uses of the Datafile output to pivot table facility together with the options available for emailing newsletters, sales literature or other communications to your customers.

If you have any suggestions for issues you would like to see covered in future newsletters please contact the support team at the email address below.

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## Stock Sales Analysis

One of the options available when printing a report within Datafile is to send the data to a Microsoft Excel Pivot Table. One of the more useful tools in Excel, this can facilitate presentation and analysis of data generated from the Datafile system. A query raised from a customer recently demonstrated one of the strengths of this.



The customer wished to review the products sold within the year, showing the average price the product was sold at together with the lowest and highest prices that the item was sold at.

Presenting this via a Pivot Table allowed for easy review showing which products are sold with variable prices and then, for selected products, allowed the customer to see the individual sales to determine who sold at that price and to whom by clicking one of the data cells to see the report detail for that product.

The spreadsheet shown here was generated by a simple Report Generator listing of the analysis records from the sales transaction file sent to an Excel pivot table with a pivot table template applied for formatting.

## Sales / Purchase Transaction Reports

By default the transaction reports such as the invoice listing, payment listing, nominal analysis reports, etc., within the Sales and Purchase Ledger work with the current period data but you can report on historical data via use of the selection criteria options that are available—provided the system is set to retain this data.

To enable printing of historical data set the 'Specify any Selection Criteria' option in the report options.

The initial inputs allow you to confirm the record range of the transactions reported and this defaults to the first transaction this period. However, you can overtype this value with (say) '1' and then enter supplementary criteria such as date ranges or account equals.

## Emailing Customer Newsletters

In last months' newsletter we covered the options available for sending invoices and statements out by email following the Royal Mail price increase. This generated a considerable response from our users. One aspect that was raised was with regards to sending out newsletters and sales material to customers by email using the sales accounts or other database file as a source for the email contact details and whether this can be achieved within Datafile. This option is available through use of User-Defined Reports within the ProFiler Application Generator.
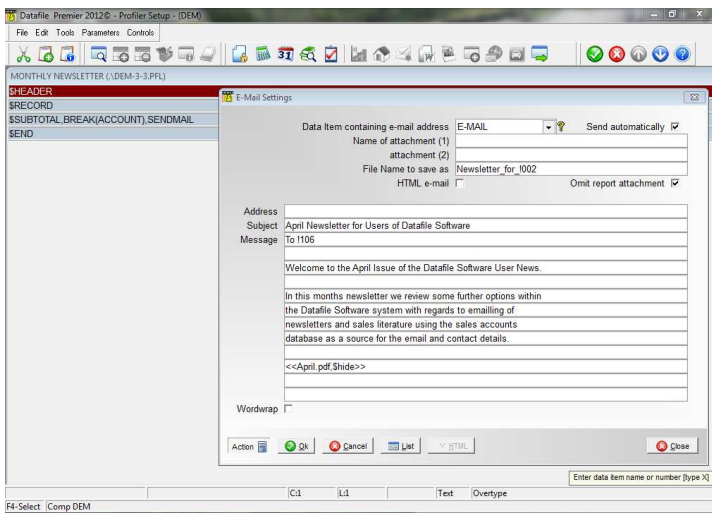


For newsletter purposes the User-Defined report is created with a basic structure but no actual content within the report layout—the key aspect being the SENDEMAIL modifier on the $SUBTOTAL control block.

Within the Email Parameter options you have similar options to the invoicing and statement documents discussed last month—you select the item that contains the email address and you can build up the subject and email message to include the required details and include bookmarks to update the email message with details from the database record (contact name, account name etc.) allowing the email to be personalised.

To attach your newsletter, sales literature or other detail you include the appropriate file name—i.e. <AprilNews.pdf>> - within either the two attachment options in the initial parameters or within the body of the email using tag markers. Attachments must be stored within the DocNotes folder for the Datafile system.

As with the invoicing and statement documents, users with Microsoft Outlook as the email client may wish to enable the HTML email option. This option, available for Outlook 2003, 2007 and 2010, allows increased formatting control of the email output and the imbedding of images within the message (2007/2010 only). You can also include hyperlinks to areas on your website where your newsletter is stored as opposed to sending the newsletter as an attachment.

Selection criteria can be applied in the same manner as for all reports so emails are targeted as required—for example you can choose to send newsletters based on flag settings (NEWS-Y/N), value criteria (TURNOVER-YTD greater than 0)



Once configured the report configuration can be easily updated each time to change the content of the message or attachment details as required..

Note that, as with the sending of invoices and statements, the email client in use will affect how the email message is displayed, viewed and processed and some options are not available for all email clients.