



eMarketing Association

[www.emarketingassociation.com](http://www.emarketingassociation.com)

**eMA Newsletter / August, 2006 Issue**

Not a member? Review membership benefits here:  
<http://www.emarketingassociation.com/benefits.htm>

## In This Issue:



### Article:

### **Technology & Business Expansion: Matching Your Data Systems to the Business Growth Needs of Tomorrow**

By [Dan Kaplan](#)

Fueling the high growth rate for Retailers, Manufacturers and Distributors is a flurry of mergers and acquisitions. In today's world of mergers and acquisitions, and heavy usage of the Web, companies are facing a new reality. Software that meets the company's needs now will not be effective after a new acquisition takes place, or if sales substantially increase as a result of using the Web.

While meeting with a prospective client -- a CEO of a large cleaning supply company -- about purchasing new software, he told me that he was planning to grow his business by end of the year from 300 million to 500 million dollars by acquiring competitors he was negotiating with. When I asked him how he planned to integrate his company's software with the new companies he was planning to acquire, his response was: "You hit the nail on its head. The software we are using cannot support our future acquisition plans. We will have to let the companies we plan to acquire keep using their current software until we find software that can meet our new needs. Not having the right software will result in a substantial increase of our operating cost. The unfortunate part is that we did not have the foresight to think ahead of the fact that our current software would not be able to support our acquisition plans. Nobody expected that we would grow at this rate and now we have to pay the price."

Here are 4 unforeseen business disruptions that are likely to happen when your business environment changes:

1. Quite often companies engaged in e-commerce, experience an unexpectedly high volume of sales' transactions that the current software cannot handle efficiently, resulting in the need for additional labor and excessive operating costs.
2. Frequently, the current software cannot provide the desired analytical information needed, resulting in the downloading of large amounts of data to spread sheets and more complex data manipulation to get the needed reports.
3. When mergers and acquisitions take place, the number of users along with the transaction volume will substantially increase, resulting in the possibility that the current computer system will not be able to handle this sudden change.
4. The acquired company might not have the same business practices as the company doing the takeover, resulting in the possibility that the current software may not be able to handle the new business demands. This can result in multiple software platforms being used creating higher operating costs and additional complexities in the computer infrastructure.

When planning future expansion, steps should be taken to ensure smooth business growth.

Software effectiveness evaluations should be performed the same way as evaluating old equipment in a factory. When evaluating the current software functions, the focus should not be on how well the software meets the business needs today, but whether it can meet the business growth of tomorrow when the company moves to the "next level." In today's business reality, which is changing at lighting speed, lack of planning can be a very costly proposition.

Nobody likes change, but not facing the fact that a company's current software is outdated can result in substantial business disruptions and expenses down the road. The question that should always be asked is: "if the business reality changes drastically resulting in an unexpectedly large amount of new users or volume of data transactions, could the current software be able handle it?"

---

### **Tidbit:**

#### **Active Home Internet Users January 2006**

United States - 143,428,291  
Australia - 10,026,975  
Japan - 39,817,449  
United Kingdom - 24,360,856

Source Nielsen/Net Ratings

#### **Broadband Penetration and PC time among Active Internet Users**

2/2003 - US Broadband Penetration 33%  
2/2006 - US Broadband Penetration 68%

#### **PC Time Per Person**

2/2003 - 25:33:24  
2/2006 - 30:35:54

Source Nielsen/Net Ratings

---

### **eMail Etiquette**

1. Send attachments only to people who are expecting them from you. If anyone is still opening unknown attachments, they are a prime target for viruses.
2. Send business email out as text for routine business correspondence, occasionally you may want to use HTML but not as simple and routine communication.
3. Usually it is better to send a copy of the previous email along when you are replying the settings are in your email client. If you do not send a copy often times the person receiving your email has to research the issue. By providing the correspondence history with your email you are making it that much easier. If you have an account number, customer number or other information include it, it will help speed a response back to you.
4. Avoid the use of stationary, emoticons, animations or other "cute" devices in your business email.
5. Always provide your phone number and website in business communications, set up a signature file and use it.
6. Keep your writing short and to the point email is harder to read than regular printed mail. Short here is the key, try to say more with less words.

7. Avoid sarcasm and be careful with humor in email, sarcasm can seem serious when read. Since there are no verbal or facial clues in email and you cannot be sure of the environment that your reader is in, humor can backfire. This is not to say that you can't use humor, just be careful with it. Anger can also come back to haunt you, so don't write or respond to email while you are angry. Threats emailed may be illegal and really get you into trouble. Just remember that many people keep copies of your email indefinitely.

8. As a general rule you should try to reply to all important email within 24 hours of receipt.

9. Although with email your writing can be informal, you should do a spell check and try to adhere to the rules of grammar.

10. Be careful of what you write, there is little or no confidentiality in email and they can be stored for decades. Many people including Bill Gates have gotten into hot water because of emails they have sent that have come back to haunt them.

11. Get rid of that confidentiality boiler plate at the end of your emails. eMail is not confidential and can be viewed by a number of people along the way to your recipient, and then forwarded to even more, it is silly to think otherwise.

12. Keep subject lines short and avoid spam filter triggering words like sale, or discount etc., after the from description this is the most important part of your email.

---

### **New eM6 Conference Set for Boston**

Register today for a special super early bird rate!



The image is a promotional banner for the eMarketing Association 6 EAST CONFERENCE. It features a collage of photos: a large audience in a conference hall, a group of people in a networking setting, and the eMA logo. The text includes the event name, dates, location, and a tagline.

October 3-4, 2006  
Boston, MA

eMarketing Association 6  
**eMarketing** EAST  
CONFERENCE eMA

The number 1 event for eMarketers

<http://www.emarketingassociation.com/2006/east/index.htm>

Visit our event sponsors:



[Sponsorship information](#)  
[Submit a speaking proposal](#)

---

**Congratulations to new CeM and CeMA certified eMarketers:**

315 individuals have attained certification status this month for more information on marketing certification see:

<http://www.emarketingassociation.com/certifications.htm>

---

**Interesting Website Picks for August:**

Find out the most Popular days to send email and more at:

[http://www.emailabs.com/resources/resources\\_statistics.html#popularsenddays](http://www.emailabs.com/resources/resources_statistics.html#popularsenddays)

Check your search position and more at:

<http://www.webmaster-toolkit.com/search-engine-position-checker.shtml>

Create RSS Feeds easily at: <http://www.feedcraft.com/>

---

Join the eMA, take an online course, become certified, or attend our conference in Boston, go to:



[http://www.emarketingassociation.com/order\\_options.htm](http://www.emarketingassociation.com/order_options.htm)

Have a great month!

Sincerely,

The eMA Team

---

**Advertise in the eMA Newsletter!**

Reach over 28,000 eMarketers with eMA newsletter promotion - 30 word advertisement - plus live logo link only \$250.00

[http://www.emarketingassociation.com/newsletter\\_ad.htm](http://www.emarketingassociation.com/newsletter_ad.htm)

For more information on advertising in our newsletter please email

[service@emarketingassociation.com](mailto:service@emarketingassociation.com)

Copyright 2006 eMarketing Association - Some articles are copyrighted by the authors. For information on reprint permission please email [admin@emarketingassociation.com](mailto:admin@emarketingassociation.com) - The eMarketing Association is not responsible for the privacy policies of the companies we link to in this newsletter.

105 Franklin St. #16-129  
Westerly, RI 02891

eMA Privacy Policy:

<http://www.emarketingassociation.com/privacy.htm>