

Message from Mark

I am very excited to introduce our new quarterly newsletter, "Something to Crow About", a publication for our valued customers and affiliates. Here, we will keep you up-to-date on industry news, our mutual successes, product updates, and much more.

In this edition, I am please to profile one of our long term partners, Red Maple Press, a long time RAVEN resource. We have also included some little known information about our company as well as an exciting new referral program.

We welcome your feedback and suggestions on information you would like to see included in future volumes.

I look forward to hearing from you soon!
Mark Landry-Doran
mark@ravensoftware.ca

Meet Mark

Mark started Raven Accounting Software with his partner Rene in 1999 as a small home based business dedicated to providing excellent customer service. "I saw a trend in the industry that I did not like," stated Mark. "It had become about the consulting firms and billing and not about the client. Service was being sacrificed for volume sales and the client was left hung out to dry. My mission was to make all of those types of customers happy one at a time and to save new customers from having to ever experience the 'bad' consultant." Mark went on to further explain that, "I wanted to pay consultants a 'fair' wage that encouraged them to stay with the company. I wanted to bring the 'mom and pop' shop feel

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Mark, Rayven & Jacob

Partner Profile



Red Maple Press, Inc. has been the leader in end-user documentation for accounting and ERP products for years. With the introduction of AppCams and HelpCams, Red Maple is enhancing our product line by creating online companions to our manuals.

The Red Maple Companies service customers world-wide by publishing software, training manuals and documentation for the accounting industry since 1997. The Red Maple Companies (Red Maple Press, Inc., Red Maple Consulting, Inc. and Red Maple Technologies, Inc.) are privately owned and were founded in Dallas, Texas. The strategic relationship with Sage Accpac® ERP was established in 1997 and later expanded to include Microsoft Dynamics™ AX in 2001.

Learn more at www.RedMaple.com.

Rewarding Referrals

Do you know of a company that is struggling with their accounting software, or not getting enough support with their current system?

Just let your fellow colleagues know that we are available to assist them and that we would be honored to have an opportunity to earn their business. Our customers get personal attention, prompt support and solutions that match their needs.

We can save the day and you can be a hero! There's a little something "extra" special in it for you too! Call us today to find out more about our exciting referral rewards program.

CALL TODAY (780) 232-4966

Coming Soon

RAVEN is in the process of setting up a CRM type system for work orders and invoicing. What this means to you is:

- Clients will be able to access their work order and invoicing history any time they need to
- Consultants will have a detailed record of previous work by themselves or other consultants at their fingertips making us more efficient on site.
- A database of all client issues and resolutions will help us leverage our own tech support database with Sage Tech support to come to solutions faster.

Look for more information in our 1st Quarter 2008 Newsletter!

RAVEN's Raving Fans .. What our Customers are Saying

"Ever-Green Greenhouses has been supplying plants to the wholesale market for the past 28 years. As we grew in size it was decided that a computer accounting system was becoming necessary. We started with the basic ACCPAC for the Mac. It was simple to use for people without a lot of training. Our business continued to grow and we soon needed a system that could allow two users at one time. We moved to a new computer system (Windows XP) and upgraded to Simply Pro for two users. This is where RAVEN, and Rene in particular, became invaluable to us. Simply Pro was a little more complicated then we were used to, but was what we needed to move ahead in our business. Rene made the transition basically painless as we moved the information from the old computers to the new ones. He helped us to develop our own invoices, have all our UPC numbers and product names on each one, thus saving countless hours at the computers typing out individual items. Rene has been of great assistance with the changing of the year and simplifying offsite backups for each new fiscal. He has taught me well enough now that I am able to do most of my own downloading of tax changes and much of the year end changes. It is great knowing that whenever I have a problem, RAVEN can get me through it quickly."

*Bryan Nelson
Ever-Green Greenhouses*

Would you like to be quoted in "RAVEN's Raving Fans"? Send us an e-mail with your success story to be included in one of our upcoming issues!

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back to the industry and the idea that all of your competition did not have to be enemies."

Mark started his career by working in IT and accounting for a consulting firm. "My good friend (and now business partner), Rene Groenen, was working for an accounting firm that was looking for someone in their IT department," recalled Mark. "Rene had recently resigned to become an Accpac consultant himself. When he heard about the opening and told me to go and interview. 3 years later the company was no more and I was without a job. Luckily the customers kept calling and I kept working. That is how Raven Accounting Software Experts was born." RAVEN started off as the 'clean-up crew' taking on existing ACCPAC clients that were not getting the service and support they deserved. They have since grown to service clients of all sizes. Mark currently acts as the Director, Owner, Sales, Marketing, Consultant and Idea Guy for RAVEN and Rene is a trusted advisor and partner.

Prior to his IT career, Mark worked his way through college by doing bookkeeping for a construction company, driving a tank truck for an oilfield, planting trees (more on that in the next issue), and even managing a pet store! This last job may explain the menagerie of critters that share his home, including: two 18 pound cats, a St. Bernard, A Collie-Newfoundland cross and a Chihuahua. Mark and his wife also have two children, 6 year old Jacob and 8 year old Rayven (who was born at the same time as the company). When asked what he does outside of work, Mark replied, "The kid's extra-curricular activities are my work outside of work .. but don't take that wrong, my kids are awesome! But when I do have some free time I love hiking in the mountains, spending time with my animals ... oh, and my wife!"

MORE TO CROW ABOUT

**According to a study done by
Alberta Venture Magazine...**

Of the 25 fastest growing companies over \$20 million in Alberta, 4 use Sage Accpac (2 in Edmonton and 2 in Calgary). Both of the Edmonton companies (in the 3rd and 17th spots) are RAVEN clients!

We are often asked where our name "RAVEN" came from. When considering naming our company, we made a list of adjectives we hoped our customers would use to describe us and that would be conveyed by our name. Wise, clever, skillful, smart and resourceful were a few that kept coming up. I have always admired stories about Ravens and realized that they also fit our business description. Hence, the name and logo were born.

Now just to be clear, Ravens and Crows are not the same creature, however they share some similarities. Just for fun, here is a little more about these interesting birds:

- Crows & Ravens are considered the 8th smartest animals. They solve problems and are highly social creatures. Crows show tool-making and tool-using behavior. Crows and Ravens play and are the most social and intelligent species of all birds.
- Crows average around 17 inches long, and ravens about 24-27. A raven weighs about four times that of a crow. Crows have a wing span around 21/2 feet and while ravens are about 31/2 - 4 feet.
- A raven's wing sometimes makes a prominent "swish, swish" sound, while a crow's wing beat is usually silent. A crow's call is a "caw" and a raven's is a low and slow croak.
- Ravens are acrobatic flyers and have been seen rolling, looping, and even flying upside down.



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