

## What is Database Management?

Most of the things we track in our day-to-day activities are simply an accumulation of data sorted out in different ways, at different times. Once it is entered, we can illustrate to you how to gather the data, and display the information in a way most useful for you. The results may be shown in a form on the screen, in a printed report, or even as a source document, used later as a merge data file for a word processing project. This is what we call Database Management.

A salesman has several leads. He needs basic information readily available at the touch of a button. The prospect's name, address, city, state, zip, phone, fax, e-mail and website are only a sampling of the information collected. There will be other information that links directly to a prospect/customer contact. Perhaps your salesman wants to track his activity with the prospect's firm. Perhaps your company is exhibiting at a trade show. Your salesman needs to tell his prospects what booth he's in and at what time he'll be available!

This prospect now becomes a customer. You need to invoice him and track which products and/or services the customer is purchasing. All of this information needs only to be entered ONE TIME. The efficiency in your work comes to play in how we link all these pieces of information together . . . in a database where we let **Data After Hours** do the work for you.

Inventory is a perfect example of the usefulness of a database structure. A collection of several products, distributors, and customers . . . all need to be linked to one another. Enter the information ONE TIME . . . in a database where we let **Data After Hours** do the work for you.

A membership roster tracks the members' basic information; name, address, phone numbers, as well as the type of membership, effective date and date paid. A well-built system will even tell you when to send out reminder notices to members when dues need to be paid. All of this can be linked to a member's purchases, or even which events a member attends as well as the nametags for the event. Enter the information ONE TIME . . . in a database where we let **Data After Hours** do the work for you.

Don't need a fully-equipped accounts receivable or accounts payable system. Enter information into a database when you write a check or prepare an invoice. At the end of the year, your data is ready to send to your accountant; details broken down by date, payment or even account numbers. You can even print your checks, invoices and envelopes with this same information. Why do all the work manually? Enter the information ONE TIME . . . in a database where we let **Data After Hours** do the work for you.