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Notes

Fall 2007

The Newsletter of the AuSuM Systems User Community

From the President...

Dear all valued business partners:

If you are reading this that means you are a valued partner of AuSuM Systems and are directly responsible for its growth and development. I would first like to thank you all for your support and continued business. I would next like to share our company's vision. For us at AuSuM systems it is imperative for us to provide to you our customer the latest technology, feature set, and support. In support of these items we are continuing to develop in our Cold Fusion/J2EE environment to best be able to provide the highest level of security and functionality at affordable prices. While some may question the use of Cold Fusion, I assure you that we are actively involved with Adobe and support from Adobe for Cold Fusion has never been stronger. We are constantly participating in user groups for Cold Fusion and expect its integration with other Adobe products to provide state of the art interfaces and functionality. In addition, since Cold Fusion is based on J2EE technology our application can be ported to any platform that our customers see fit. Cold Fusion also provides a rapid deployment engine that is stable and faster than most front end compiled languages. With the release of Cold Fusion 8, better known as Scorpion, we will be able to continue rapid development of new features including desktop applications that function like web sites so that the experience of the end user is the same as that of the online user.

Based on feed back from our user community, we will be releasing a new product set for all our field products in early 2008 that will provide the up-most flexibility in data collection as well as completely user definable output. Our best features will be able to operate the same online as well as off thus reducing training time and speed to implementation. We will have hand held products for all our field applications so that they can run in the field with mobile technology. We will continue to beta test our voice recognition so that field personnel can focus on what is important to the final product without having to be tied to a computer, keyboard, or pen. Our expansion into global markets has provided us with a whole new approach to our products. One that will

inevitably provide a better feature set for our customers here in the United States. We are adding the ability to have our fully functional e-commerce module known as M2-comm to the management engine with the ability to set up an online store or accept credit card payments for service. With the M2-comm complete inventory tracking and fully functional content management to create your own marketing front end web site all with the management systems' powerful tracking features. However, I would like to thank all of you because our best features still come from input from you, our customer.

As we grow we have growing pains just as any company in a growth mode does. As we move through this time we value your input on what services we can provide to better meet the needs of you our customers and partners. We have added staff to meet the growing demands of our customers. Most of you will interact with these new valuable members of our team over the upcoming months. We know when you call or e-mail we need to be there for you and are striving to take measures to ensure all get the proper support. We at AuSuM want to put the letter "S" in support.

The future is exciting and the opportunities abound for all of us. We are all far stronger together than apart. I look forward to reaching new horizons together as we all grow and push our businesses forward. If there is ever anything I can provide you, I encourage you to call. I will make myself available to answer your questions, address your concerns, and share your ideas. I will leave you with the following words from Peter Steinke.

"We sharpen our objectivity with those who criticize us, our imagination with those who challenge us, and our definition with those who would define us."

Again I would like to thank you for your support and continued business.

Sincerely,



Montgomery Roach, President/CEO