

# Newsletter

All the Latest News and Products from OST Database Group



OST T/A  
**OST Database Group**  
Specialists in Database Design & Development

Issue 1

April 2007

## Latest News:

# Strategic Partnership



Joining forces under the banner of OST Database Group

We are proud to announce that Budget Databases has joined forces with MAJOR Software & Text Publishing under the banner of OST Database Group

We believe that this union will broaden our skills set, improve our service and allow us to deliver the support that we offer to our clients more effectively. Our new structure and service offerings will be as follows:

**Budget Databases** will undertake the development of new databases, using our proven unique templates and base products to produce quality customised and cost-effective solutions for our clients.

**MAJOR Software** will be focused on the more complex database solutions and services as follows:

1. MAJOR Software & Text Publishing can be commissioned to complete a "Health Check" assessment in order to ascertain the general health of your current database system. This allows us to recommend and provide the most suitable and cost effective updates and renovations in accordance with your business requirements.
2. MAJOR Software & Text Publishing have extensive experience and expertise in the more complex database requirements. MAJOR Software & Text Publishing relieve the complicity of more intricate business issues through the development of high-end solutions such as prototyping.

The collective experience of the team at OST Database Group comprises over 60 years in database development. The calibre of our staff members ensure you will benefit from sound advice, consideration and integrity.

OST Database Group invites you to contact us for expert assistance and understanding, whether it is your NEW database project, features to tie in with third party products, updates, utilities or renovations to your existing database system.



**MAJOR Software and Text Publishing**  
OST TA

## Considerations:

# Thinking of upgrading to Microsoft Vista™?



Microsoft Windows Vista™ and Microsoft Office™ are exciting new products on the market with a wealth of new features. While the temptation is there to try out something new, please be aware that your Database system depends on both Microsoft Windows™ and Microsoft Access™ (and possibly other Microsoft Office™ components) to operate on your PC and/or Network.

OST Databases Group will more than likely not yet have had the opportunity to test your specific database system on these new platforms. If you are considering an upgrade to Microsoft Windows Vista™, please contact us on (07) 3420 5457 so we can ensure a smooth transition to these new platforms.

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# A Simple Cost Benefit Analysis

Are you looking for a simple means to assess and communicate the ongoing value of a project?

## FIND A BREAK EVEN POINT

Every project that you consider embarking on will have real and potential risks, costs and benefits. Many of these can be stated in dollar (\$) terms. For Instance:

- Buying that particular item of equipment will cost \$1,200.
- Buying that service will cost \$10 per week or \$520 per year.
- Profit on sales of the resulting product will be \$20 per week or \$1,040 per year.
- The benefit of this is the re-deployment of 1 staff member (\$32,000 per year).
- The benefit of that backup system is the prevention of the business losing all its data and facing subsequent issues.

When a project is being costed, including initial and ongoing costs and identified benefits, a spreadsheet application such as Microsoft Excel™ can be used to visually represent a 'Cost Benefit Analysis' for the project.

### How to Draw an Excel Chart

For instance, say we have a project that costs \$2,000 up front and \$200 per month thereafter. The same project returns \$500 per month in sales profit. We might prepare our simple 'Cost Benefit Analysis' as follows:

1. Open Microsoft Excel™
2. Add the columns as shown on the right (Figure 1)
3. Highlight (select) the table then click 'Insert' > 'Chart' as shown on the right (Figure 2)
4. Select a line graph and add formatting as required.

The resulting graph displays a simple 'Cost Benefits Analysis' that can be used to demonstrate the 'Break Even Point' where the 'Benefits' start to outweigh the 'Costs'.

A more sophisticated Cost Benefit Analysis database product is being offered as a **free download** from OST Database Group. For more information please go to [www.ostdatabasegroup.com.au](http://www.ostdatabasegroup.com.au)

	A	B	C
1	Time	Cost	Benefit
2	Start	\$2,000	\$0
3	Mth 01	\$2,200	\$500
4	Mth 02	\$2,400	\$1,000
5	Mth 03	\$2,600	\$1,500
6	Mth 04	\$2,800	\$2,000
7	Mth 05	\$3,000	\$2,500
8	Mth 06	\$3,200	\$3,000
9	Mth 07	\$3,400	\$3,500
10	Mth 08	\$3,600	\$4,000
11	Mth 09	\$3,800	\$4,500
12	Mth 10	\$4,000	\$5,000
13	Mth 11	\$4,200	\$5,500
14	Mth 12	\$4,400	\$6,000
15			

Figure 1: Data is entered into the spreadsheet

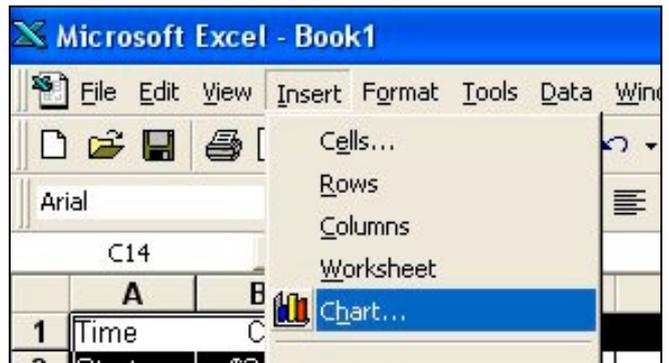


Figure 2: The Data is highlighted and the 'Chart' option is selected

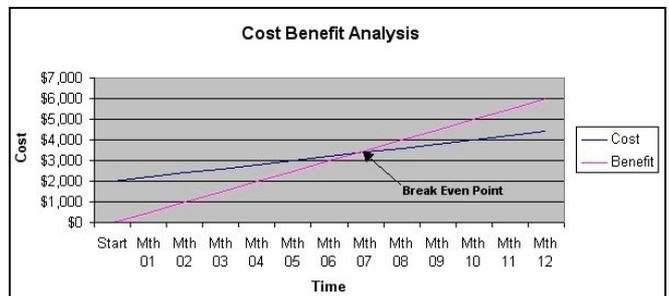


Figure 3: The generated chart displays the 'Costs' and 'Benefits' as two separate lines. The 'Break Even' point is the point where the 'Benefits' start to outweigh the 'Costs'.

*Business Profiles:*

# Mark O'Reilly

Manager of the OST Database Group



## Background

At the start of 2005, Mark O'Reilly took up the challenge to take Budget Databases from a hobby to a business. Mark brings with him 20 years of both software development and teaching.

## Belief

The development of a template system of components allows Budget Databases to produce and maintain databases in a cost effective and timely manner.

## Values

Effective communication is crucial to the smooth and problem free final delivery of the database product. Mark endeavours to keep communication channels open and will regularly meet with clients. With his extensive experience and keen insight, Mark is often engaged to assist with the design and management of solutions to fulfil client requirements.

## Vision

That OST Database Group will continue to grow and fill the need in the market for cost effective and quality databases, as well as recognising the clients' business requirements and maintaining developers with up to date skills to service that need.

## Testimonial:

*With your help and expertise we were able to not only find the "right" solution but felt confident with you through the whole development process. You took the time to understand what we needed, and produced a personalised tool, which not only satisfied those requirements but could be adapted to incorporate additional features as we grew and our needs for additional data to be stored and reports generated and developed.*

**Bill Pitt**  
Rapid Finance

## Acknowledgements:

One never fully understands the impact and implications of establishing and growing a business. If you are lucky you won't be struggling with the policies and procedures, finances and the impact of business on your personal and family sectors of your life.

Starting Budget Databases as a business brought us challenges in a range of areas in particular Cash Flow Management, Productivity, and Marketing.

In early 2006, Mark engaged the assistance of Noel Spann, a business coach from ECROTrain Ability Plus to help with the growth of the business. Noel has a wealth of knowledge, wisdom and life experience that he uses to demystify 'business' and to provide insights into areas that help bring balance to business owner's lives.

Strong acknowledgments and thanks must therefore be made to Noel Spann for his ongoing mentoring and his clients for their support and patronage. We look forward to the continuation and development of long term and mutually beneficial relationships.

ECROTrain Ability Plus Business  
Productivity Coaching.



For more info contact Noel at:  
[noelspan@powerup.com.au](mailto:noelspan@powerup.com.au)

## Group25 – The LOCAL Business Club



Mark highly recommends  
Group25 – The LOCAL  
Business Club to any  
business owner or

manager that is serious about building their business.

*"The Group25 system is a devastatingly effective Small Business Skills Development Program designed to supercharge your business style and strategies and to fast track you to improved sales and profits, no matter what goods and services you sell."*

### Group 25

For more information about Group 25, contact Hector Johnson at: 1300 793 007

## Overview:

# Product Range

Our range of products can *HELP YOUR BUSINESS* manage it's Information & Workflow:

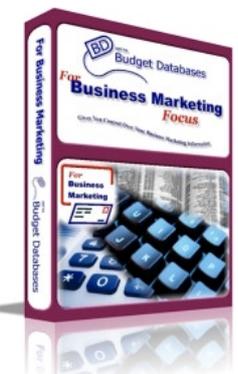


## Workflow Essentials

### *For Business Management – Workflow Essentials*

Using the *For Business Management - Workflow Essentials* as a base product, Budget Databases assists businesses manage the key functions and processes within these five Portals of Business:

- Resources - Assets, Employees, Stock
- Marketing - Advertising, Leads, Sales
- Operations - Jobs, Sales, Production, Systems
- Admin - Sales, Purchases, Payroll Tracking

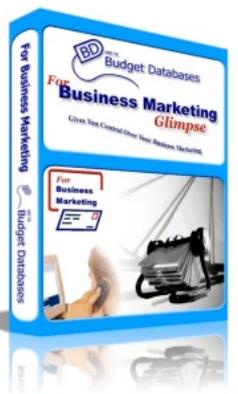


## Focus

### *For Business Marketing – Focus*

*For Business Marketing - Focus* assists businesses with the management of four key areas of their marketing:

- Advertising, eg: directories, magazines and newspapers, radio and TV
- Direct, eg: mail-outs, phone calls, introductory E-mails and letters
- Network, eg: joining and making the most of business networking groups
- Leverage, eg: newsletters, email offers, courtesy calls, surveys



## Glimpse

### *For Business Marketing – Glimpse*

*For Business Marketing - Glimpse* is a database application for the management of Business Marketing details – keeping track of Contacts, Prospects and Current Clients.

- Contacts
- Prospects
- Current Client Details
- Reminder Client Status, eg: Job, Prospect, Quote & Repeat Business

## Customisation:

Experience has shown us that while different businesses have broad similarities in their system requirements, they have significant differences in their operations and database needs.

We therefore understand that businesses need their systems customised to reflect their individual operations, workflow and information management requirements. We have therefore developed our base products and templates with this in mind.

## Latest Offer:

### **SAVE 25% off the Recommended Retail Price of FBMk - Focus!**

Until the end of April 2007, we are offering our *For Business Marketing – Focus* product at the discounted price of \$487.50 (inc GST). That's a huge saving of 25% off the Recommended Retail Price of \$650.00

To order, send an email to: [contact@budgetdatabases.com.au](mailto:contact@budgetdatabases.com.au) and mention that you saw this offer in our April 2007 newsletter.

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