



Issue: October 2011



NBWA Trade Show & Convention Highlights

Rutherford & Associates had a great time at the 2011 NBWA convention and trade show in Las Vegas. It was exciting to see so many of you face-to-face, and we were delighted by the overwhelmingly positive feedback from both customers and prospects. Our booth was armed with 8 representatives from the company, Ipads in hand, ready to answer your questions and demonstrate new applications.

Over the course of the trade show, we had a lot of visitors dropping by our booth to chat and check out what's new at Rutherford. Many customers got excited about our new Ipad pre-sell application. In fact, almost everyone who tried out the demo expressed interest in becoming a beta tester. This new app will be ready for testing before the end of the year, and like you, we're anxious for its debut.

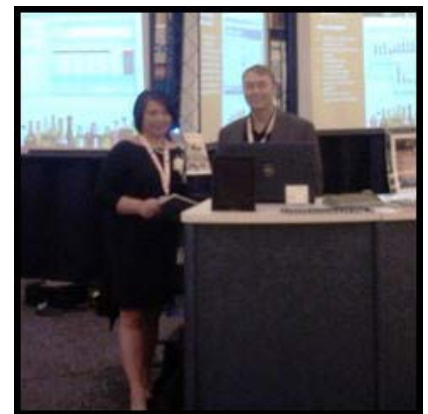
Our announcement of the arrival of our hosted version of eoStar, which is set to debut next quarter, generated a lot of interest from companies that want the same benefits of eoStar without the cost and maintenance of a local server.

On Sunday, our very own Jovo Filips said a few words at the BIECC education seminar. As an associate chair member this year, he has been tightly involved with BIECC. Individuals from companies across the beer distribution spectrum put competition aside and are working together to further develop uniform industry standards. As Jovo says, being involved in the BIECC involves checking your brand at the door.

Rutherford & Associates' presence this year garnered a very positive response, and we're expecting more companies to join the eoStar family soon. We came back to Michigan feeling energized and excited to roll out some new, widely anticipated features.

Employee Highlights

Check out our NBWA booth!



Sean Berens
QA Team Leader



For the past 10 years, I've done a number of things at Rutherford & Associates. I first started as a Support Technician before eoStar was even a product. After helping with network maintenance throughout the years it slowly became one of my responsibilities. Around that same time I became involved in Customer training as eoStar started to gain traction in the industry. For the past 2 years I've been the Team Leader for the Quality Assurance department. While I don't have much contact with customers any longer, my work directly effects everyone who uses eoStar. My main goal is to keep our software as bug free and feature rich as possible. I consider myself the first line of defense between the application and the customers – a problem preventer of sorts.

My favorite part of this position is the constant influx of new technology. I love staying on the bleeding edge of technology and having access to the latest applications and gadgets. Recently I started testing our systems on Microsoft's next generation of Operating Systems, Windows 8 and Windows Server 8, as well as the next version of SQL Server, Denali.

My love of technology also translates to my interests outside of work. My wife of 5 years and I enjoy gaming and we're currently learning the C# programming language together. We also enjoy cooking Sous-vide and have mastered the art of preparing perfectly cooked chicken and steaks.

Upcoming *Free* Web Training!

Rutherford and Associates will have several training opportunities in the near future for *Free!* Be sure to sign up for this upcoming event:

Inventory Reconciliation LiveMeeting - Coming soon!

**This is a must-attend live meeting for warehouse managers.
Watch your inbox for a sign up email!**



Take our Microsoft CSAT Survey!

Quick, private, confidential.

Each year, Rutherford & Associates sends our customers a third party satisfaction (CSAT) survey through the Microsoft Partner Network. The feedback we receive helps us gain customer insight to better serve you. This is your opportunity to voice any comments, suggestions

Look to future announcements for even more free upcoming web training opportunities.

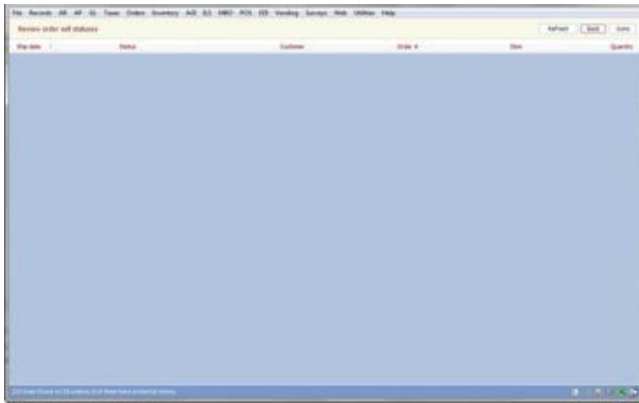
Discontinued Support

Rutherford and Associates will be discontinuing support for IIS 6 in the next version of eoStar.

For more information, see: www.wiki-eostar.com/Discontinued_Support

Tips & Tricks: Review Sell Status

This form gives you a quick and easy way to see which orders violate certain rules that are set up in the database. It allows you to review pending orders and see what items cannot be sold to the order's customers.



or concerns with our company and software.

Filling out the survey only takes about 10 minutes, and it's completely confidential. No contact details are shared with Microsoft, and they only see the collective results.

The survey will appear in your inbox in the next couple of weeks with the subject line "Rutherford & Associates Customer Satisfaction Survey" from an address with the domain "ths-online.com."

While participation is completely voluntary, we would really appreciate your feedback. We take the survey results very seriously because it helps us better serve you, and improves upon our customer service.

So remember—look out for our survey in your inbox within the next 2 weeks!

Happy Halloween! 

Questions?

Ask a tech! Give us a call at 616-392-7111 or e-mail us at support@eostar.com.



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