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Blue Link announces Elite release 10

by

Business and accounting software vendor [Blue Link Associates](#) has announced the launch of Blue Link Elite release 10.

Blue Link says that the new release should improve channel partners' abilities to sell in competitive situations.

"To some degree, it will simplify implementations; and in larger opportunities the new component approach allows flexibility in starting with a more basic configuration and growing a customer into the higher-end components," said Mark Canes, CA-IT, president.

Release 10 offers new features and components are strongly focused on specific industry segments (wholesale distribution - certain sub-segments), which should assist in more targeted lead generation activities.

Elite 10 provides some of the advanced functionality in the form of optional components, including Inter-Warehouse Transfer Management, Commission Processing Engine, Backorder Fulfillment, Warehouse Shipping, Advanced Landed Costs, Inter-Company Transactions, Detailed Sales Budgeting, and Lot Tracking.

More common features like Group Accounts Receivable and Advanced Credit Checking and Credit Hold have been added to the base package.

"Some of the added components will allow our channel to compete for accounts where the alternatives are substantially more costly," said Canes.

An important enhancement is the integrity model, which is designed to enhance the auto-balancing and audit-ability functions.

"Perhaps most significantly, our integrity model will place customers and channel partners ahead of even the more costly products in terms of reliability and auditability," said Canes.

Customers will notice added functionality in most areas, specifically an enhanced ability to configure their own user interface and build rules for system functionality.

They'll see cleaner screens and additional reports, and in many cases they'll realize fairly quickly some measurable time and cost savings.

"The unique and exciting thing is that much of what's been added in release 10 is unique in this product range; things you might find in ERP systems selling to Fortune 500 companies for hundreds of thousands or even millions of dollars," said Canes.

"You won't find these things in products aimed at SMEs, except now in Blue Link Elite. In this category, I include items like the Backorder Fulfillment component, comprehensive Commission Engine and Advanced Landed Costs, and again specifically the integrity model."

Release 10 was the 2nd release on a product plan of enhancing integrity and migrating the product towards a component-based sales model. The product plan includes migration of more of the core technology to .NET over the next 2 - 3 years

"As we move ahead, more components will be added - all switch-selectable and optional; but embedded with the core product, while simultaneously beginning to add external functionality in the form of Web services where appropriate," said Canes. "This release is the next step [albeit a huge one] in the roadmap."