

## SWOT

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# SWOT



## SchoolWrite Opportunities & Tips

SWOT Issue 4, May-June 2003

[www.schoolwrite.com](http://www.schoolwrite.com)

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SWOT is an occasional Newsletter for the world-wide SchoolWrite sales community, providing information to help Resellers improve their profits, and gain increased understanding of the powerful features of the SchoolWrite school administration system.

We value your feedback and questions. Contact [swot@schoolwrite.com](mailto:swot@schoolwrite.com)

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### Customised Reports

Given that SchoolWrite is used in 40 different countries, it is not surprising that it provides a wide range of student-related reports and lists, including end-of-term reports—sufficient to satisfy the needs of many different educational systems.

However, in some areas, educational authorities may have introduced requirements to show information additional to what is shown on the standard SchoolWrite end-of-term reports, or may require schools to submit other lists or reports not provided by the standard version of SchoolWrite.

It is important for you to know that we can provide customised versions of SchoolWrite lists and reports, or even add extra lists and reports. Such enhancements may open up new sales possibilities for you. For further information, obtain a sample of what is required and contact us for a quote on the cost involved.

In the General Ledger module of SchoolWrite, there is a built-in facility for the user to define new financial reports as required. See General Ledger, Printouts & Reports, Financial Reporting, Maintain Financial Reports.

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### SchoolWrite Web Site

Have you familiarised yourself with the SchoolWrite web site [www.schoolwrite.com](http://www.schoolwrite.com)?

In particular, check out the reseller support page—click on “Reseller” at the bottom right of the home page. There you will find valuable reseller resources:

1. A downloadable SchoolWrite brochure (in easily-printable Acrobat PDF format). Two formats are provided: A4 and A5. You can print your own high-quality SchoolWrite brochures for mail outs and personal presentations.
2. The SchoolWrite slide show in zip file form, suitable for downloading. The same slide show can be seen on-line (see the middle of the home page). However, it may be slower to load each frame, and navigation between slides is manual.

If you download the slide show onto your computer, you can run it on any browser, with the navigation proceeding automatically through the 25 slides. By viewing the slide show, a prospective customer should have a good idea of what SchoolWrite can do. Of course, you may want to set up the slide show on the prospect’s own computer so that they can view it at their leisure.

3. Past issues of the SWOT newsletter. Maybe you need to refer back to something mentioned in an earlier issue.
  4. Password-protected access to information on pricing policy, and a list of the contents of the SchoolWrite CD. You can use the SchoolWrite for installing SchoolWrite (either the DOS version 2, or the Windows version 3). To access this information, the user name is *reseller*, and the password is *schoolwrite1*. If you need a SchoolWrite CD, please contact us.
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### Australiana

SchoolWrite team member Rob Brennan brings us an interesting parable based on Australian wildlife:

There’s a type of hairy caterpillar in Australia which travels by following closely the caterpillar in front. Sometimes as many as 20 caterpillars can be seen travelling in this fashion.



Is the leading caterpillar smarter than the others, and therefore deserves to be followed? Some people find it amusing to use a stick to gently turn the leading caterpillar to one side, and then gradually bring it around until it joins onto the end of the chain. Then the superior human beings can laugh as the caterpillars go round and round in a circle! I've never taken the time to find out how long they continue before one slightly more intelligent caterpillar thinks, "Hey, this is not getting us anywhere", and breaks the chain.

As a software reseller, are you just following the others? Are you failing to ask yourself whether you're really heading in the right direction, or achieving the goals you've set? For that matter, have you actually set yourself definite measurable goals?

Maybe the patterns of product selection, marketing, and prospect contact that you are using are simply copied from others who don't really deserve to be followed. Be thoughtful! Be innovative! Be prepared to trust your own judgement, and do it your way! Don't be one of the caterpillars in the middle!

### Why Isn't Everyone Like Us?

As we all know, the English language comes in a variety of forms. Isn't it always embarrassing when you hear someone speaking English, but with an accent so different from your own, that you can't understand it!

SchoolWrite speaks two versions of English, which we refer to as Anglicised English and Americanised (or is that Americanized?) English. The Americans talk about checks, and the English have cheques, the Americans like to prioritize things, whilst the English prioritise them. You would think an enrolment would be the same as an enrolment—well, I guess it is. And then there's dates ...

We keep SchoolWrite multi-national by looking first at the date format (mm/dd/yyyy or dd/mm/yyyy) selected by the user (this happens on the Miscellaneous menu, Control Information, Profile). From then on we know (or assume) which spelling rules to apply. The "correct" spelling is applied on all screens, menus and printouts, and in the On-line Help.

## Did You Know ... ?

- Three “hidden options” are provided by going to Control Information on the Miscellaneous menu. The first makes it easy to clear all or some data files. This is accessed by hitting Alt-F1. This can be useful if you have been using sample or test data, and now you want to clear this away and start entering live data. Naturally, this feature should be used with great caution!
- The second hidden option controls whether a print preview of certain financial printouts (such as Charges and Credit Adjustments) is provided, and is accessed by Alt-F2. Since print preview makes it possible to abort printing, it may be seen as inappropriate to allow an operator to have an option *not* to print a document which is part of the normal audit trail. We recommend that the print preview in these cases be turned off.
- In primary and secondary schools, the fees will normally be paid by parents. In other types of schools, for example tertiary colleges, the fees may be billed to the students or to other parties such as employers. In such cases, the term “parent” in SchoolWrite needs to be changed to “debtor” or something similar. The third hidden option, which is accessed by Alt-F12, allows you to do this.
- SchoolWrite can produce several graphs on screen. See Students, Students Graphs. These can produce a good response when demonstrating the system. Take a little time to check these out, and make sure you know which ones will produce meaningful results with the data you are using.

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## Feedback

The SchoolWrite Team here at SchoolWrite headquarters in Sydney, Australia send you greetings! Did you enjoy reading SWOT? Are there topics you'd like covered in SWOT? Have you had an interesting experience in selling SchoolWrite? We'd love to hear from you. Just drop a line to [swot@schoolwrite.com](mailto:swot@schoolwrite.com).

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