



LANDMARK SYSTEMS

LANDMARK POST

ISSUE 28 – DECEMBER 2021



A MESSAGE FROM MATHIEU

BY MATHIEU SAVALLE Managing Director

After 27 issues, we are pleased to welcome you to the first fully digital edition of the Landmark Post!

We are working on reducing our carbon footprint so providing the Landmark Post in digital format is just one of the steps we have taken this year. We have also committed to a number of other measures, including only using plastic free teabags in the office! There will be more communication by email in 2022 so follow the link on P.4 to make sure you are subscribed.

Read on to learn more about new products we are hoping to launch in 2022 and beyond. Also on P.2 see how other rural businesses answered our customer satisfaction survey and how they feel about the future. Please keep the feedback coming.

To ensure we can provide the best service for our customers, the Landmark team has grown in all departments this year – leading to changes within our sales team structure in particular, covered on P.3.

We hope you enjoy reading our digital newsletter as much as we enjoyed putting it together – it has certainly made us realise what a whirlwind of a year 2021 has been.

Best wishes for the year ahead!

Mathieu Savalle



LANDMARK POST
2021

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Click to follow us!



REACHING FOR THE CLOUD

BY TOM LODER Development Manager

We are pleased to announce that development of the next generation of the KEYPrime range software is well underway. Having launched the existing KEYPrime range nearly a decade ago, we are now working on new web based solutions.

Like the existing range, future web based products are being designed specifically for the agricultural and rural business markets.

We plan to release a web based accounting product initially. Perhaps you have a small secondary business? If you are interested in acting as a beta tester for this product, please get in touch.

More details will be released in 2022.



NEW AGRONOMY PRODUCT

BY NIGEL PARSONS Founder Director

Pear Agri was brought under the Landmark umbrella back in June. This gives Landmark the opportunity to work alongside the existing Pear team and to move into the agronomy software market.

Since June a huge amount of development work has been completed on the web based agronomy program Pear Agri had previously been developing.

Spray recommendations created in the program can now be exported into our **Geofolia software**. A beta version of the agronomy software is available now, with further releases in 2022.



2020 CUSTOMER BAROMETER RESULTS



BY MENA YOUSIF Support Services Manager

We were thrilled with the results below of our first Customer Barometer survey that so many of you completed in late 2020. The feedback given has already enabled us to implement changes this year, including the need for increased communication to our hosted customers and more training options, including £FOC webinars.

Please check your inboxes for your invitation to complete the 2021 survey - your feedback really is invaluable!



A POSITIVE CUSTOMER OUTLOOK FOR THE NEXT FIVE YEARS...

81

81% of respondents in the 2020 survey confirmed that their business would grow or remain stable over the next five years, while 11% of participants were not sure what the future might hold.

If you require assistance using the available management reports in KEYPrime to help you make decisions, our support and training teams will be happy to help.

IMPROVING OUR SERVICE THROUGH SPECIALISATION

BY STEVE RIDLEY Local Sales Manager

Landmark's primary focus is to deliver relevant products with excellent customer support that our clients can rely on. To ensure we continue to meet these standards, the sales team is now made up of two divisions.

I joined Landmark in September to head up the new local team which will look after agricultural clients predominantly. My team has expert knowledge when it comes to Landmark's accounts software, cropping software, livestock management products and solutions for less complex property enterprises.

The local team will be complemented by the new regional team, which will be lead by existing Sales Manager Keith Morris. Keith's team will look after more complex clients, estates and professionals focusing their expertise on Landmark's KEYPrime Accounts & KEYPrime Property products.

Specialisation will allow both divisions to maintain more regular contact with you as customers, so we can better understand and respond to your current and future business needs.

New Local Sales Manager,
Steve Ridley



WHAT'S NEW IN KEYPRIME?

BY JAMES LUTENER National Training Manager

KEYPrime Version 10.5 is now out for general release. As well as a number of new features that are included as standard, our developers have also been busy building a couple of new tools following customer requests.

AUTHORISATION



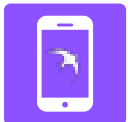
Accounts now includes a new authorisation module that blocks payments of invoices until it has been authorised by another team member. You can set authorisation thresholds for each user of the system, and the level they can authorise to. We need your feedback on the priority of future authorisation methodology so please get in touch if you use this module.

TRADER BANK AUTHORISATION



Trader Bank Authorisation is an optional module in KEYPrime Accounts and included in KEYPrime Advanced. It enforces that any user changes to bank details for a supplier have to be checked by another user. It helps you avoid costly payment mistakes to the wrong account! It is especially useful if you are using Client Accounting to manage your clients money through a central bank account.

DON'T FORGET THE SWIFTBILL APP!



If you are excited about the next generation of KEY (in the cloud), don't forget that for our hosted clients we have the Swiftbill app available already. This app can be used on devices so that you can raise and email sales invoice, purchase invoices and orders on the go!

If you would like a demonstration of any of our modules, your local consultant will be happy to assist. Call 01798 877100 or [click here](#) to request an appointment.

LANDMARK ON YOUTUBE...



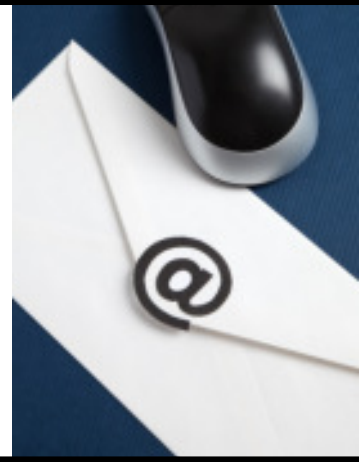
Did you know that Landmark has a Youtube channel? Subscribe to stay up to date with new help and product videos, including year end 'hints and tips'. You can also find recordings of previous £FOC training webinars. [Click here to view the channel!](#)

YOU'VE GOT MAIL!

BY ANNABEL WRINCH Marketing Officer

As we continue work to reduce our carbon footprint, our preferred method of communication for product updates, training offers and general company news is by email. If you do not think you have received recent emails, please check your junk mail box. If there are no emails from Landmark, this confirms that you are not subscribed to our email list. Please sign up to receive future communications below.

[CLICK TO SUBSCRIBE TO LANDMARK CUSTOMER EMAILS](#)



QUICK QUIZ - GUESS THE APP!

BY PETER PHILLIPS Customer Support

There are now four mobile and web apps which complement the Landmark software range. Can you guess which app screen complements each of the Landmark products?

PRODUCTS: 1 KEYPrime Accounts - 2 KEYPrime Property - 3 Geofolia - 4 Cattedata



Find the correct answers at the bottom of this page...

SAVE THE TREES!

BY HELENA HANSON Sales Administration Manager

We continue to receive a lot of remittance advice slips by post. Did you know you can email slips direct from KEYPrime? This will save both your postage costs and paper.

Please email remittance advice slips to: info@landmarksystems.co.uk.



LANDMARK DAY 2021

The team had great fun taking on the Taskmaster in September.



£755

The total raised by Landmark colleagues who completed the Virtual Great Glen Challenge for the Royal Scottish Agricultural Benevolent Institution in August.