

# MagicClub

## MagicClub Membership

### Technical Support and Product Evolution

#### MagicClub Benefits – Overview

#### MagicClub Advantages

Yellow Magic is an off-the-shelf package, not a custom one. This means that every publisher receives the same version of the programs.

If you've come this far in our introduction, you're already aware that the flexibility of our programs enables you to configure the system to meet your needs.

Having an off-the-shelf system is a definite bonus!

Because we have the same version of Yellow Magic installed at all our publishing locations, you directly benefit from all the program enhancements performed at the request of a very selected, knowledgeable group of people who know the publishing industry inside and out—our publishers!

(Not to mention the fact that having one system makes the jobs of our technical support staff far more efficient).

*The Yellow Magic program includes on-site installation and training in two sessions.*

Then, when you start the final run of typesetting your first book, a Yellow Magic trainer will return to support and assist your operators.

Expenses are billable for both these trips.

User manuals, technical support by both phone and Internet, and software updates are included for the first 90 days. You can extend your original 90-day warranty period and join **MagicClub**, which offers you these advantages:

- **Unlimited Technical Support**

(Please see page 2 for details)

- **Product Evolution**

(Please see page 2 for details)

- **MagicClub Meetings**

(Please see page 2 for details)

**We deliver solutions.**

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*"Any Sufficiently Advanced Technology is Indistinguishable from Magic"*  
Arthur C. Clarke

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## MagicClub Membership

### **Magic Club membership includes three main features:**

- Unlimited Technical Support
- Product Evolution
- Magic Club meetings

### **Each is discussed below:**

#### Technical Support

Magic Club members enjoy unlimited technical support via our e-TSR (Electronic Technical Support) web-based system, by telephone, fax, and e-mail. This includes access to the latest service packs (updates to rectify known problems) and on-line documentation and cookbook pages. Also, when a direct connection with the member's computer is beneficial to supply technical support, problem determination and resolution, or training, such support is provided using our WebInteractive server or Remote Desktop Sharing.

#### Product Evolution

Most software is sold as a "snapshot-in-time" product. In other words, when you license the product, you license a specific version, and as later versions become available, an upgrade license must be purchased. However, the Yellow Magic suite of programs is a "living system." This means that our staff of many programmers is working every day to improve the product, add features, incorporate Magic Club member's suggestions, support new technologies, and evolve the product with the industry. The results of all this work, new modules are released weekly and major releases are provided each year. This ensures that our member's systems never become obsolete and the users can quickly incorporate features in their directories to remain competitive. The latest manuals and programs are available 24 hours a day on our web site.

#### Magic Club Meetings

Periodically, all Magic Club members are invited to participate in our user's group meeting. For three days, Yellow Magic Incorporated hosts training sessions on new features in the software and how to use these features to keep up with Industry trends. An opening "get acquainted" cocktail party and dinner is hosted to allow everyone to visit with old friends and to meet the new members. It is an excellent opportunity to make sure that our members are getting the most value out of their software investment.