

## MAS 500

### CUSTOMER

#### Market Day Corporation

www.marketday.com

### CORPORATE PROFILE

#### Headquarters

Itasca, Illinois

#### Type of Business

Food distribution for fundraising

#### Number of Locations

Twenty

#### Number of Employees

1,300

#### Size

\$200 million

### SYSTEM PROFILE

#### Computer System

Microsoft Windows

Users on System: 20

#### MAS 500 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Cash Management
- Customizer
- General Ledger

## Market Day Raises Funds for Education with MAS 500

The year was 1973, and Trudi Temple wanted to raise money for Third World church missions. So she started a fresh produce cooperative with neighbors and then extended the concept to her daughter's elementary school. Soon other schools were requesting similar programs. Her phenomenal success led to the formation of Market Day, the Original Fundraising Food Cooperative®.

Today Market Day serves as a primary fundraising source for almost 6,000 schools in 16 states. Its year-round program offers restaurant-quality food products at competitive prices. Customers select from about 200 products, most of them frozen foods. And the proceeds can be sizable. For example, 500 schools in Wisconsin average about \$200,000 in profits every month, which they use to fund computers, fine arts programs, field trips, books and equipment.

### Do-it-Yourself Reports

Planned expansion into special-event sales caused Market Day to reevaluate its business system needs. To extract data



from the legacy mainframe, the finance group had to request IT staffers' time to write hard-coded reports. "We really disliked asking for help every time we needed to know something," says Mike Davis, controller for Market Day. "We wanted to be self-sufficient."

Market Day implemented MAS 500 and experienced immediate benefits. "We improved our processing efficiency by at least 15 percent through the power of MAS 500," Davis says. "We now require fewer people and fewer hours to handle our department's workload, even though we've experienced sustained corporate

#### CHALLENGE

Financial reports could not be extracted from antiquated mainframe system by accounting staff, and required involvement of limited IT resources, which was inefficient, time-consuming and cumbersome.

#### SOLUTION

MAS 500 with financial modules, including General Ledger, Accounts Payable, Accounts Receivable and Cash Management.

#### RESULTS

Self-controlled reporting, with drill-down detailed features to the lowest cost center, flexibility when groupings must be reconfigured, and 15 percent improvement in processing efficiencies.

*“We improved our processing efficiency by at least 15 percent through the power of MAS 500. We now require fewer people and fewer hours to handle our department’s workload, even though we’ve experienced sustained corporate growth and added several new product concepts.”*

*Mike Davis  
Controller  
Market Day Corporation*

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MAS 500 provides the backbone for Market Day’s financial information needs. The system performs all general ledger transactions, accounts payable and check processing. “The General Ledger module is flexible in defining multiple business lines and locations,” Davis notes. “The account segment features allow us to easily create specific reports and analyses.”

“Reporting functions are what we like best about MAS 500,” notes Davis. “We use it to create all the standard financial reports for senior management. In addition, we have written special reports like variance analyses and key business indicators and ratios. The General Ledger drill-down feature is very useful in getting to the details in an account.

“We also create detailed expense analyses that go to each local district,” he continues. “We can prepare an itemized income statement for the Detroit sales group, for example, that breaks out all their expenses but doesn’t reveal data from other groups. And it’s possible to drill down to data in the lowest cost center, when necessary.

“Then we can also roll up the data however we want. This was a tremendous help when we restructured and moved cities between reporting regions. MAS 500 allowed us to cut and paste, transferring

historical records with ease. Then we reran the reports using the new regional structure, and everything worked perfectly.”

### **New AR Capabilities**

MAS 500 has been instrumental in Market Day launching new product lines. The core business has always been C.O.D.-based, so the company never had to send invoices. But single-event fundraisers require that bills be sent to organizations and payments tracked.

“When we sell a candy bar program to a school, we document sales through the Accounts Receivable (AR) module,” Davis comments. “Then we use the module to track invoices and monitor the collection process. This has proven to be a very smart way to manage our auxiliary businesses.”

Davis recommends MAS 500 as a wise investment. “MAS 500 gives us the ability to manage our finances exactly the way we want, controlling the reporting process within our own department — and trimming costs in accounting by increasing our speed and effectiveness.”



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