

best

MAS 200

CUSTOMER

Frank Mayer & Associates, Inc.

BEST VERTICAL MARKETING PARTNER

Synergistic Software Solutions, LLC
Minneapolis, MN
Phone: 800-815-8483

CORPORATE PROFILE

Headquarters

Grafton, Wisconsin

Type of Business

Custom point-of-purchase displays

Number of Locations

8

Number of Employees

115

SYSTEM PROFILE

Computer System

- PC Compatibles

Operating System

- MAS 200

Users on System: 20

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Crystal Reports
- Custom Office
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order
- Visual Integrator
- JOB♦OPS

JOB♦OPS



Dynamic Displays That Sell — Delivered with MAS 200 and JOB♦OPS

A young mother maneuvers her shopping cart down the aisle at Target when a Calphalon cookware display catches her eye. Although intent on buying kids' sandals, she suddenly decides she needs a new saucepan. Target and Calphalon have just made a sale — thanks to an innovative product presentation by Frank Mayer & Associates, Inc. (FMA).

FMA creates point-of-purchase displays for major retailers such as Wal-Mart, Target, Ace Hardware Stores and Tru Value Hardware Stores, as well as interactive kiosks for clients including

Nintendo, Panasonic and Nicklaus. The company does it all — graphics, signage and structure construction, delivering a turnkey product that is almost guaranteed to appeal to consumers. In addition, they provide considerable support for their retail customers by running promotion programs such as contests, sweepstakes and coupons, picking winners, and providing purchase incentives. Frank Mayer's wide variety of custom activities makes for complicated accounting, costing and invoicing tasks.

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*Steve Etzelmueller
Controller
Frank Mayer & Associates, Inc.*

THE CHALLENGE

While demand for FMA's displays was growing, the company's DOS-based accounting system wasn't keeping up. Also, the system didn't allow for fast turn-around and could not electronically integrate the multiple aspects of the firm's job-type organizational method.

"Every one of our displays is custom-made," says Steve Etzelmueller, controller of Frank Mayer & Associates, Inc. "This means we must cost and estimate projects individually, order special parts, and keep track of jobs from sales order to delivery. So when we decided to upgrade to Windows technology, we knew that at the same time we had to find a software package that would centralize all facets of each order."

THE SOLUTION

The answer — MAS 200 with the JOB•OPS module developed by Synergistic Software Solutions, LLC — provided a surprisingly low-cost solution. The price was so reasonable, in fact, that Bill Miazga, the executive vice president at FMA, wondered at first if the new system would be powerful enough to meet the company's needs.

They need not have worried. Not only has MAS 200 with JOB•OPS been a great value, but it has also surpassed the company's highest expectations for functionality.

The new system completely eliminated data entry of all warehouse receipts. Previously, receiving was done using paper records from vendors. But now, as soon as products are received in the warehouse they are scanned into a barcoding system. MAS 200 job costing is electronically updated with one click of the mouse. "MAS 200 is saving us at least 20 hours of manpower time every week, and has improved accuracy significantly," observes Etzelmueller.

From the moment an order comes in, it's set up in MAS 200 utilizing the client's purchase order, and an invoice is drafted.

"Most companies may wait until a project is completed before they start pulling the pieces together for billing," Etzelmueller notes. "We're now so organized that we can invoice the day the product ships, which has improved our cash flow."

Another feature that Etzelmueller especially appreciates is the flexibility to add user-defined fields that are accessible via Crystal Reports. "I can't expect any software product to contain all the reporting features I need off the shelf," he comments. "So it's great to be able to do my own custom reports with Crystal Reports." He participated in Advanced Crystal Reports training with his reseller, and then the two of them worked together on a tailor-made application that perfectly suits Etzelmueller's needs.

From the warehouse floor to the managers' offices, MAS 200 and JOB•OPS has made Frank Mayer more efficient and effective. "We're able to analyze project profitability much better now," says Etzelmueller. "That's because we have both sales and costing information right there in the system, thanks to MAS 200 and JOB•OPS. That is exactly what we were hoping for. We're glad we found MAS 200 and JOB•OPS — and glad that they've worked out so well for us."



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