

best

MAS 200

CUSTOMER

R2 Corporation
www.r2corp.com

BEST VERTICAL MARKETING PARTNER

Synergistic Software Solutions, LLC
Two Meridian Crossings, Suite 310
Minneapolis, MN 55423
Phone: 800-815-8483
www.jobops.com

CORPORATE PROFILE

Headquarters
Minneapolis, MN
Type of Business
Point-of-sale equipment
Number of Locations
Four
Number of Employees
120
Size
\$30 million in sales

SYSTEM PROFILE

Operating System
• Novell, Microsoft Windows NT,
Windows 2000
Users on System: 50

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- Business Alerts
- Crystal Reports
- Custom Office
- Inventory
- Library Master
- Payroll
- Purchase Order
- Sales Order
- Visual Integrator

Vertical Module

- JOB♦OPS from
Synergistic Software Solutions, LLC

JOB♦OPS



R2 Rings Up More Sales with MAS 200 and JOB♦OPS

Ka-ching. Each time you buy something at Six Flags, Macy's, Pottery Barn, The Limited, Chuck E. Cheese or Liz Claiborne, you've experienced R2 Corporation at work. They're the folks that provide fast, accurate and ultra-modern point-of-sale (POS) technology systems — commonly known as cash registers.

R2 offers a full array of POS services to retailers. They sell new and reconditioned equipment from IBM and NCR. They retrofit legacy machines with the latest flat-panel displays for enhanced performance. And they offer proprietary Rstore™ innovations and StoreProven™ software to automate the

entire sales cycle, from tracking and reordering inventory to printing the customer's receipt.

THE CHALLENGE

More than a decade ago when R2 had only three employees, it relied on MAS 90 to manage its business systems. As the company grew from \$1M to \$30M in annual sales, MAS 90 grew right along with it. "Best kept building new modules into its software suite and Synergistic Software Solutions, LLC, a wholly owned subsidiary of BDO Seidman, LLP, developed a custom manufacturing add-on module,

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“Implementing MAS 200 with Business Alerts and JOB•OPS has been a huge value add for R2, and resulted in an improved competitive edge. It fits right in with our corporate vision — delivering superior technology, innovation and solutions.”

***Kyle Slaughter
Vice President of Operations
R2 Corporation***

JOB•OPS,” comments Kyle Slaughter, R2’s vice president of operations. “This allowed us to stay the course and avoid switching vendors, despite massive expansion.”

The increased capabilities of client/server technology, however, prompted R2’s executives to revisit their accounting software needs. R2 decided that upgrading to MAS 200 client/server version with Business Alerts and JOB•OPS modules was the best way to maximize their system’s power. This insight alone trimmed a cool 20 percent off operation costs.

THE SOLUTION

MAS 200 now gives upper management quick access to diverse business information. “We can get our arms around the data whenever we want, and take action in a more timely manner,” says Slaughter. “It’s easy to generate reports on revenue, cost of goods, or trends with top vendors. This means that we’re operating our business smarter.”

A key element in R2’s system is JOB•OPS, an integrated module for organizations like R2 who make, install, and service the products they sell. JOB•OPS manages the service and repair side of R2’s business. It tracks time and materials on service orders and materials throughout the manufacturing process, a complex undertaking since each machine is configured to precise customer specifications.

“With our new system, an order entry clerk doesn’t have to know a hundred different part numbers,” says Slaughter. “Instead, options can be noted in plain English. In the background, JOB•OPS pulls together immense amounts of data for custom-building the desired machine. In effect JOB•OPS takes one huge project and breaks it down to manageable pieces, making us much more successful.”

R2 was an early adopter of the MAS 200 Business Alerts module, which broadcasts various types of updates via e-mail. If an inventory item reaches a reorder point, Business Alerts immediately generates

an electronic update to purchasing department personnel. This avoids delays otherwise associated with exception reports. The module can even transmit orders directly to vendors if R2 prefers. R2 also uses Business Alerts internally to notify the sales team with vital details on shipment status for communication with customers on a proactive basis.

“Business Alerts is a great tool for managing inventory,” Slaughter notes. “It has increased our response time with retailers to less than 24 hours. In our industry, that’s a real triumph.” Because R2 upgraded to the MAS 200 client/server version, they have experienced improved overall efficiencies. In fact, it takes 20 percent less time now to pull an order, release it to the shop, condition equipment or stage it for assembly and testing. Next on the agenda is adoption of Best’s e-business suite of modules, for complete business-to-consumer Internet capabilities.

Slaughter says that the MAS 200 system easily paid for itself in the first year. “Implementing MAS 200 with Business Alerts and JOB•OPS has been a huge value-added benefit for R2, and resulted in an improved competitive edge. It fits right in with our corporate vision — delivering superior technology, innovation and solutions.”



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