

CUSTOMER

Standard Candy  
www.googoo.com

CORPORATE PROFILE

Headquarters

Nashville, Tennessee

Type of Business

Manufacturer of Goo Goo Cluster candy

Number of Locations

Two

Number of Employees

200

Annual Revenue

\$36 million

SYSTEM PROFILE

Computer System

- IBM RISC 6000

Operating System

- AIX

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- Fixed Assets
- General Ledger
- Inventory Management
- Magnetic Media
- Payroll
- Purchase Order
- Sales Order
- Time Card



## Goo Goo Candy Goes for Good Taste with MAS 200

Standard Candy was founded in Nashville by candy maker, Howell Campbell, in 1901 and after almost a century, the company which created America's first combination candy bar — the Goo Goo Cluster — is still going gangbusters.

Although Goo Goo candy was a strong regional brand through most of the 1970s, financial woes brought its manufacturers near bankruptcy before the company was rescued by the Spradley family in 1982. James Spradley, president of Stuckey's, had experience in the candy business when he purchased 50 percent of Standard Candy. Through the 1980s, he and his son, Jimmy Spradley,

concentrated on growing the Goo Goo brand from \$1 million to \$16 million in sales, and adding nationwide distribution.

### THE CHALLENGE

Standard Candy was functioning fairly well using a combination manual and computer automated accounting system until its volume grew so much that it could no longer keep up with the processing. To remedy a deteriorating situation, the company began a search for an integrated accounting software solution in 1993, and viewed presentations of six software packages.

*“Adopting MAS 200  
has definitely increased  
the profitability of  
manufacturing our candy.”*

*Dennis Adcock  
Controller  
Standard Candy*

## THE SOLUTION

“The MAS 200 accounting system won hands down,” says Adcock. “It was truly a great value. Comparable programs were priced much higher than MAS 200. The up-front savings gave us a big advantage because any software we purchased would require a lot of customization for our business, and we preferred to put our money into the modifications.”

Does this mean MAS 200 was less powerful than its high-priced competitors? “Not at all,” says Adcock. “MAS 200 gave us at least 95 percent of the capability of the expensive systems.” But, according to Adcock, that wasn’t even its biggest benefit. “We had groups of employees test the usability of three of the products. The objection was that the costly software was so complicated, our people couldn’t use it. They voted for MAS 200 because it was menu driven and easy to learn.”

Did MAS 200 live up to its high expectations? “In our case, MAS 200 has performed beyond anyone’s hopes,” raves Adcock. “Even though our sales have doubled since we adopted the system, we now have only eight people in accounting, where we used to employ 12. MAS 200 also enabled us to generate more accurate information in a timely fashion. This means that our monthly closings take much less time — shrinking from five days to only two.”

During the sales presentations, Standard Candy was extremely impressed by the hands-on manner of the demonstration for MAS 200. They were also very pleased with the follow-up by their reseller, who not only developed all the company’s software modifications but became the system’s administrator. “Our reseller’s attentiveness has been instrumental to our success,” Adcock says.

They are now in the process of enhancing and customizing Standard Candy’s Electronic Data Interchange (EDI)

module to fully integrate with MAS 200. The company anticipates a major efficiency boost when its Internet orders are automatically interfaced with MAS 200 in January 2000.

With MAS 200 in place, Standard Candy can run a Gross Requirements Report after an order is entered into the Sales Order module. The advantages of this capability are multi-fold. Every item needed to manufacture for the order is compared with current inventory. Required components, which might include liquid chocolate, corn syrup, peanuts, cartons or wrapper film, can be ordered through Purchase Order, and a production schedule set up. And anyone can instantly access an up-to-the-minute status report.

Time Card is another valuable module utilized by Standard Candy. When employees check in or out, the information is automatically entered into Payroll for human resources. As a result, Standard Candy can produce daily reports on how much labor has been spent, compare it to production’s absorbed labor and make immediate adjustments. “We used to get these reports weekly, too late to do anything about them,” comments Adcock. “Now if we had a labor problem yesterday, we can solve it today.”

With its ease of use, greater efficiency and access to real-time information, MAS 200 is helping Standard Candy remain as delectable as ever.



Best Software, Inc.  
56 Technology Drive  
Irvine, CA 92618-2301  
800-854-3415  
[www.bestsoftware.com](http://www.bestsoftware.com)

©2001 Best Software, Inc. All rights reserved. Reproduction in whole or in part without permission is prohibited. The capabilities, system requirements and/or compatibility with third-party products described herein are subject to change without notice. Contact Best Software for current information.