

## CUSTOMER SUCCESS



## Dynamic Displays That Sell—With Sage MAS 200 and JobOps

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.

### Old System Displays Inefficiencies

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."

### Streamlined Efficiency on Display

The answer—Sage MAS 200 ERP with the JobOps 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.

#### Customer:

**Frank Mayer & Associates, Inc.**

#### Industry:

Custom point-of-purchase displays

#### Location:

Grafton, Wisconsin

**Number of Locations:** Eight

**Number of Employees:** 115

#### System:

##### Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Business Alerts
- Credit Card Processing
- Crystal Reports
- Custom Office
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order
- Visual Integrator
- StarShip

#### Vertical Modules

- JobOps

### CHALLENGE

Replace, slow, disjointed system with a Windows-based system that will integrate all facets of our complex custom order operation and keep up with increases in demand.

### SOLUTION

Sage MAS 200 and JobOps Inventory Management.

### RESULTS

Saved 20 staff hours a week; eliminated data entry of warehouse receipts; improved inventory accuracy and project analysis; boosted cash flow with same-day shipping and invoicing; streamlined operations from A to Z.

They need not have worried. Not only has Sage MAS 200 with JobOps 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. Sage MAS 200 job costing is electronically updated with one click of the mouse. "Sage 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 Sage 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, Sage MAS 200 and JobOps 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 Sage MAS 200 and JobOps. That is exactly what we were hoping for. We're glad we found Sage MAS 200 and JobOps—and glad that they've worked out so well for us."

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## ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

