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MAS 200

CUSTOMER

Skinner's Salted Nuts, Inc.

www.skinnernuts.com

CORPORATE PROFILE

Skinner's Salted Nuts, Inc.
100 Industrial Road
P.O. Box 158
Carlstadt, New Jersey 07072
Phone: 201-372-1600

Type of Business

Premium nut and seed processing, packaging and distribution

Number of Locations

Two

Number of Employees

30

Gross Revenue

\$5+ million

SYSTEM PROFILE

Computer System

Microsoft Windows NT
Users on system: 10

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- Credit Card Processing
- e-Business Manager
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order
- Visual Integrator

MAS 200 and e-Business Manager Great Mix for Skinner's Salted Nuts

Nut-lovers up and down the East Coast agree there's nothing tastier than a snack from Skinner's Salted Nuts. For more than 50 years this family-run business has been roasting, packaging and distributing premium quality nuts, including honey-glazed peanuts, pistachios, cashews, pecans, almonds and walnuts — and recently organic products, chocolates and dried fruit.

"We strive for ultimate quality and integrity in everything we do," says Lester Skinner, president. Their efforts have borne fruit. Consumers in taste tests consistently choose Skinner's Salted Nuts over national brands — giving credence to the company's slogan that they're the "best under the sun."

Getting E-Commerce in the Mix

Internet sales are opening up an exciting new dimension for Skinner's Salted Nuts. In the past, sales have primarily been to regional supermarkets and convenience stores, with limited penetration in the national gift basket



market. But national and even international expansion is now well within the realm of possibility, thanks to ubiquitous online shopping. Skinner's wanted to be quick to seize the opportunity and increase its corporate gift segment to at least 10 percent of total revenues in a year.

Best Modules Mix Under the Sun

Fortunately for Skinner's Salted Nuts, they had already implemented MAS 200, the client/server version of MAS 90, a complete business solution with a Bill

CHALLENGE

Equip current business solution with advanced e-commerce capabilities in order to capitalize on unlimited Internet market opportunities.

SOLUTION

MAS 200 financial, distribution, e-commerce and Credit Card Processing modules.

RESULTS

Seamless integration with MAS 200 modules; Automatic updates to Sales Order; Bill of Materials, Inventory; Precision reporting; More strategic inventory management; Increased efficiency and reduced staff.

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Lester L. Skinner
President
Skinner’s Salted Nuts, Inc.

of Materials module and Inventory with reporting capabilities. The system provides super-efficient tracking of all purchases by raw product, and calculates quantities of inventory on hand, usage by month, and sales by type of store, area and vendor.

Adding the MAS 200 e-Business Manager module was an easy choice. “We knew MAS 200 to be an excellent product. There was no question of choosing anything besides e-Business Manager and Credit Card Processing, for our entry into e-commerce,” says Skinner.

The e-Business Manager and Credit Card Processing modules interface in real-time with MAS 200 for online ordering, fulfillment and billing. When a consumer logs onto Skinnersnuts.com, they enter typical shopper information. Behind the scenes the modules verify credit card authorization and drop data directly into the Sales Order module. It’s like getting an order effortlessly. The e-Business Manager module automatically updates inventories, permitting Skinner’s to approach just-in-time manufacturing and replenishment.

Thanks to the new modules, Skinner estimates that e-commerce sales will easily top his goal of 10 percent this holiday season.

The MAS 200 Bill of Materials module has brought major benefits to the company too. The system processes daily entries

for packaging production, handling as many as 25,000 bags of nuts a day. It transfers goods from raw materials into finished inventory once nuts have been processed and packaged.

“We’re now able to anticipate when, where and how much inventory we’ll need because of the sophisticated reports from MAS 200,” Skinner explains. “Before getting MAS 200, it was very time-consuming for us to calculate gross profit on any given item. Now at the push of a button we can know exactly where each product breaks even — and can make adjustments for even better profitability.”

Increased efficiencies from the system have also translated into reduced staffing costs by more than just peanuts. The company has been able to decrease office personnel during a period when growth surged.

“I recommend MAS 200 to anyone in a manufacturing, processing or distribution business,” Skinner says. “I’ve looked at a lot of systems out there, and have never even been tempted to try anything besides MAS 200.”



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