

best

MAS 200

CUSTOMER

Premier Marketing, Inc.
265 Commerce Blvd.
Bogart, GA 30622

CORPORATE PROFILE

Headquarters
Atlanta, Georgia
Type of Business
Car stereo distributor
Number of Locations
7
Number of Employees
10+
Size
\$10 – 15 million

SYSTEM PROFILE

Operating System
• Microsoft Windows 2000
Users on System: 10

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Custom Office
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Sales Order
- Visual Integrator



Premier Marketing “Turns and Burns” Inventory with MAS 200

Where's that booming bass and crisp, clear sound coming from? Must be a car audio system from Premier Marketing, a Southeastern states distributor for Panasonic, Rockford Fosgate, Crossfire and Lightning Audio.

Premier Marketing sells car audio amplifiers, speakers, radios, stereos, DVD players and mobile video equipment to retailers like CarToys. Renowned for its customer service, speed and responsiveness, the company has won numerous industry awards including Panasonic's Distributor of the Year.

THE CHALLENGE

Ten years ago, Fred Dulaney and his partner never dreamed their manufacturer's rep company would grow so big. So they selected a DOS version of Peachtree as their accounting system, plus a parallel bookkeeping system that his wife Susan ran at home. This worked fine for their first five years.

Then Premier Marketing added a spin-off division for distribution services, eventually stocking every product they represented. They needed software to

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*Fred Dulaney
Partner
Premier Marketing, Inc.*

manage the distribution side of the business and handle increased transaction volume. They migrated to BusinessWorks, with communications between headquarters and remote warehouses, as well as with reps in the field, conducted on a dial-up basis through PC Anywhere. Like Peachree, BusinessWorks is a product of Best Software.

By 2001, the Premier Marketing remote operations had become more sophisticated, and dial-up communications were no longer acceptable. Dulaney wanted more from his accounting package. So did Brett Talbert, the purchasing manager, who needed greater inventory control.

“I went back to our Best reseller with the intention of overbuilding our system to permit greater remote access, so we wouldn’t need to upgrade for a long time,” says Dulaney. “His recommendation of MAS 200 from Best with the Inventory Management module made a lot of sense.”

THE SOLUTION

Premier Marketing provides an excellent illustration of how Best products help companies grow their businesses – and then continue providing winning solutions at every stage of growth.

Premier Marketing now uses MAS 200 to manage all facets of its inventory, with full automation and integration with its business functions. “It does the whole nine yards, and has been very stable,” Dulaney says. “We’re saving a lot of money in long-distance and connection costs. Plus we’ve been able to implement features slowly, so we haven’t had to bombard our staff with excessive training demands.”

When a customer phones in with a request, MAS 200 checks for available stock, creates a sales order, performs invoicing, and oversees boxing and shipping via UPS. The system searches both of the company’s warehouses to create a complete order, thus saving costs

associated with partial shipments. Since many customers pay with COD checks, consolidation of orders is an important benefit.

“It’s as if our multiple warehouses and satellite offices are under one roof now,” Dulaney explains. “We all talk to one another through the messenger system, adding notes to invoices or customer files. And, we can keep our eye on stock levels or do a query on a dealer invoice, no matter whether we’re in headquarters in Atlanta or the warehouse in Athens. This will translate into smoother management and better customer service.”

The next piece is anytime, anywhere access to MAS 200, permitting Premier Marketing reps to tap into the system from laptops in hotel rooms. “The glory of it is that our people will be able to look up a particular dealer they’re visiting the next day and find out what they’ve bought, when they bought it, and what their receivables look like. They can also check inventory levels in real time and avoid having to call in about stock, or go to our manufacturer’s databases for additional details. This will give us a sales force that’s totally informed – a huge competitive advantage.”

Dulaney says he sleeps much better now. “We are very satisfied with MAS 200 and recommend it highly. We knew it would be good, coming from Best. MAS 200 lets us put our efforts into selling. And it’s given us the turn-and-burn inventory system we needed, to streamline stock levels and boost profitability.”

The logo for Best Software, featuring the word "best" in a lowercase, bold, sans-serif font. The letters are white with a dark outline, set against a dark background.

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