

MAS 90

CUSTOMER

Amfit, Inc.

www.amfit.com

CORPORATE PROFILE

Type of Business

Orthotic insole fabrication and equipment manufacturing

Number of Locations

One

Number of Employees

35+

Size

Multimillion dollars in sales

SYSTEM PROFILE

Computer System

Microsoft Windows

Users on system: 12+

MAS 90 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- Crystal Reports
- General Ledger
- Inventory Management
- Material Requirements Planning
- Purchase Order
- Sales Order
- StarShip
- StarShip Link

Amfit Puts Best Foot Forward with MAS 90 and StarShip

The wheels on your car need balancing and aligning for optimal performance. So do many people's feet — including those of Tony Tadin, a founder of the company that developed computerized wheel balancers.

Tadin applied high-tech design practices to human biomechanics, utilizing a unique process with computerized sensors to record the contour of the foot. The result has been Amfit Incorporated, now the largest supplier of CAD/CAM foot orthotic equipment and supplies. The company fabricates custom orthotic insoles and footwear, and sells patented manufacturing equipment through distributors around the world.

Too Much by Hand

Amfit started out with relatively modest business software, using separate packages for basic accounting, inventory and bill of materials. General ledger entries had to be converted manually. Amfit's shipping process was manual as well, and much too slow and inefficient. "We desperately



needed a fully automated and integrated system," explains Becky Rogers, office manager. "Fortunately, we found MAS 90, and later added StarShip."

Hands and Feet Above the Rest

Amfit selected MAS 90 primarily because of its flexible reporting capabilities, diverse module offerings and end-to-end integration. The company's reseller made sure that each component interfaced perfectly during installation and helped design special reports. Today the new system integrates everything from

CHALLENGE

Replace our inefficient, loosely stitched together system with a fully automated and integrated system.

SOLUTION

MAS 90 financial, manufacturing and StarShip modules.

RESULTS

Streamlined automation and integration of all systems; Flexible and insightful reporting; Enhanced inventory management; Customization for a precise fit; Detailed customer records help reduce bad debts.

“MAS 90 and StarShip have allowed us to do a much better job running our business. I don’t see how it could get any smoother than this.”

*Becky Rogers
Office Manager
Amfit, Inc.*

purchase and sales orders to manufacturing, plus it tracks inventory and sales data.

“Our business is very complex, since every order is custom,” says Rogers.

“MAS 90 lets us create user-defined fields for a precise match with our manufacturing processes. With multiple-level bill of materials capabilities, inventory management is greatly enhanced. And, with the system’s flexible reporting processes, we can create any report we may need. I doubt that we could do such complicated tasks with any other software.”

Rogers also likes being able to keep detailed notes in MAS 90 customer records, so information is consolidated in one place. “If someone’s account is past due or they’re over their credit limit, a note comes up when they place an order. This has saved us a lot in bad debts, while still giving managers the ability to override decisions when appropriate.”

Important benefits have also come from StarShip, an automated shipping module that is completely integrated with MAS 90. StarShip tracks Amfit’s huge volume of shipments, whether via UPS or the U.S. Postal Service. MAS 90 feeds sales order information into StarShip, which then pulls up the sales order, calculates freight charges, and prints a label to the shipper’s specifications. StarShip then writes the shipping charges and package tracking

numbers back to MAS 90 so Amfit can create an invoice complete with tracking number and view detailed shipping history in MAS 90.

“MAS 90 lets us go straight to a shipping screen and determine which items go in the box,” says Kimberly Choate, Amfit’s buyer/planner. “Back orders are easy to segregate. StarShip also creates a log at the end of the day, with accurate documentation of every order that went out.”

The new system is bringing down costs. Before, Amfit had to refund customers who claimed they didn’t receive orders. Now StarShip provides proof of shipping dates and tracking numbers for positive verification. Similarly, StarShip is speeding up the revenue stream, since invoices are created during the shipping process and can go out immediately when an item ships.

“MAS 90 and StarShip have allowed us to do a much better job running our business,” Rogers says. “I don’t see how it could get any smoother than this.”



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