

MAS 90

CUSTOMER

Betachem, Inc.

CORPORATE PROFILE

Headquarters

Upper Saddle River, New Jersey

Type of Business

Pharmaceutical distributors

Number of Locations

One

Number of Employees

12

Annual Revenue

\$50+ million

SYSTEM PROFILE

Computer System

- Microsoft Windows server
- Windows XP workstations
- Users on System: 10

MAS 90 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Business Alerts
- Custom Office
- DynaLink
- General Ledger
- Inventory Management
- Purchase Order
- Return Merchandise Authorization
- Sales Order
- SalesLogix Sales

The Chemistry's Right for Betachem: Streamlined Distribution for Importer

A generation ago the founder of Betachem recognized a business opportunity in generic drugs. He began importing pharmaceutical ingredients from Europe and India and resold them to U.S. generic pharmaceutical companies. These firms added coatings and other additives to make end-products approved by the FDA and eventually sold in the marketplace.

Until 1998, Betachem's accounting functions were handled by an outdated proprietary system. "We looked for a comprehensive package to automate both the accounting and operational sides of our business — something that could maintain batch and lot data, monitor returned products and provide for a better-informed sales force," says Kevin Caldera, CPA, Betachem's controller.

All the Right Ingredients

MAS 90 was the perfect prescription for Betachem. "One of the most beautiful features of MAS 90 is that it tracks many types of data," Caldera says. "We needed custom fields like drug master file



numbers and source manufacturers to appear on invoices. These types of fields are inventory specific and not sales specific. Fortunately, our reseller figured out how to pull the correct information from the inventory database and carry it over to the Accounts Receivable module, showing all the data we needed on the invoice. I've never seen anybody get an application to work as easily as he did."

MAS 90 streamlined operations just as Caldera had hoped. "The new system easily increased our efficiencies by one third," he says.

CHALLENGE

Replace old accounting system with full-featured system integrating operations and sales.

SOLUTION

MAS 90 with diverse suite of modules, including SalesLogix Sales and Return Merchandise Authorization.

RESULTS

Seamless system gives sales staff access to all customer data, and streamlines the returned merchandise process, increasing overall efficiencies by 33 percent.

“There’s no way we could have grown this big without MAS 90 and SalesLogix Sales. The new system easily increased our efficiencies by one third.”

*Kevin Caldera, CPA
Controller
Betachem, Inc.*

Integration with SalesLogix Sales

Betachem recently powered up its sales force with SalesLogix Sales, customer relationship management (CRM) software that is integrated with MAS 90.

“We’re really a sales office at heart,” Caldera explains. “Our sales people need to know which orders are open, what we’ve sold to a customer in the past, where our inventory stands, and otherwise access information that resides in accounting. MAS 90 closes the gap between our CRM and business systems, giving us a seamless end-to-end solution.”

He adds that the new system “does all the remembering” for the sales team. “Now there is absolutely no excuse for dropping a lead or failing to communicate with a customer. This translates into better customer service — and an improved competitive edge.”

“The best thing about MAS 90 and SalesLogix Sales is that we never have to think about them separately,” says Caldera. “You set it up and it does what you want — ensuring that data flows smoothly between the front and back office.”

RMA Tracks Returns

Returned merchandise is a problem throughout the pharmaceutical industry. Even minor shipping damages make an entire drum of product unusable. Many of Betachem’s customers are large publicly

traded companies who require Return Merchandise Authorization (RMA) numbers on all returned goods. Previously, numbers were assigned by hand using a log. Fulfillment instructions were maintained elsewhere. The entire return process took five separate steps.

MAS 90’s RMA module has changed all that by centralizing and automating all return functions. The staff selects if a customer should receive replacement items or credits, and RMA automatically generates all appropriate transactions including credit memos, replacement orders and purchase orders. An inquiry program determines the status of a return, and a Return Reason Report helps identify recurring issues with vendors or shippers. “It’s all very smooth,” Caldera notes. “Not only do customers get the information they need, but we can also pinpoint causes of returns to make improvements.”

Caldera is confident that MAS 90 was the best choice for Betachem. “There’s no way we could have grown this big without MAS 90 and SalesLogix Sales,” he says. “And we have a long ways to go before we’ll outgrow it.”



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