

MAS 200

CUSTOMER

DTC Stage & Studio Supply

www.dtcgrip.com

CORPORATE PROFILE

Type of Business

Motion picture, video and theater equipment

Number of Locations

Three

Number of Employees

25

Annual Revenue

\$5+ million

SYSTEM PROFILE

Computer System

Microsoft Windows

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Credit Card Processing
- e-Business Manager
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order
- Visual Integrator

Vertical Modules

- Automated Rental Management

DTC Takes Center Stage with MAS 200 and e-Business Manager

“Scene two, take four!” When the film begins rolling in San Francisco, crew members may be using lighting and grip equipment purchased from DTC Stage & Studio Supply, or rented from DTC Grip & Electric, or even producing on one of DTC’s stages.

DTC Stage & Studio Supply started as a two-man operation out of a Bay Area garage. In 1997 the company bought out its major competitor, Mason Studio Services, and embarked on a program of exponential growth. DTC is now ten times the size it was five years ago, and is the largest provider of lighting, grip and expendables in the Western States outside of Southern California.

Getting a Grip on Systems

During the acquisition, DTC inherited both a sales group and an antiquated UNIX-based system for accounting. The package could not support laser printing and had inflexible reporting options. “It was downright clunky,” says Dan Madura, director of sales at DTC. “I wanted to take our department to another level, and knew we’d need a more powerful business solution.



Madura selected MAS 90 in 1998, impressed with the way it could be adapted to a wide variety of departmental needs. “MAS 90’s great popularity in the small- to mid-sized business environment is well-deserved,” he says. “No other product offered us such complete features for customization.”

e-Business Steals the Show

DTC upgraded recently to MAS 200 to link its multiple locations with client/server architecture and manage its massive inventory, which has more than 35,000 items. Madura also opted for MAS 200

CHALLENGE

Replace inadequate, archaic system with a more powerful business solution that offers customization, integration and advanced e-business, inventory and reporting capabilities.

SOLUTION

MAS 200 and ARM.

VERTICAL MARKETING PARTNER

Business Computer Systems
San Antonio, Texas
Phone: 210-308-5505
www.bcs-tx.com

RESULTS

Seamless integration with E-site; \$50,000+ saved by building site in house; Easy import of catalog data; \$10,000 saved per year in printing; Improved customer service; Fielded more sales calls with fewer staff.

“The biggest selling points of e-Business Manager are its ease of use and the way it integrates with the rest of MAS 200.”

*Dan Madura
Director of Marketing & Sales
DTC Stage & Studio Supply*

Inventory Management and Automated Rental Management, a module from BCS, for a fully automated end-to-end system. ARM was customized to accommodate daily and weekly pricing calculations, which are performed differently in the motion picture business than in most other industries.

Madura gets excited talking about the e-commerce features he's created for the sales group. "Most of our competitors have Web sales capabilities," he notes, "but nothing I considered was good enough for us. When I saw what was possible with the MAS 200 e-Business Manager module, I was intrigued. I liked how the site could be organized with menu trees, and the fact that the e-Business Manager module was integrated with the Sales Order and Inventory Management modules. I could tell that the site would require little maintenance. So I bought it and went to work building our site."

In just three months, Madura's brainchild was finished, an astonishingly short period of time for such a complex e-commerce site. "Visual Integrator made it possible," he says. "I imported catalog information for entire product lines without manual keying."

The new site is so successful that DTC stopped printing a catalog, saving a cool \$10,000 a year. "If we put every item in our catalog, it would be the size of the San Francisco phone book," Madura notes. "But with the Web site, customers have

access to much more information than we could print, without wasting a single piece of paper. And pricing is always accurate because the system is so easy to update. You just make a change in the Inventory Management module, and it's all done for you system-wide."

Madura automated DTC's discount matrix for the Web site, allowing established customers to view their individual pricing structure online. Ship-to and bill-to information is stored under their login with a secure password.

The e-Business Manager interface with Inventory Management makes it easy to check a customer's purchasing history and identify an item's status in Sales Order. "The system has significantly improved our levels of customer service," Madura says, "and we're fielding much greater call volumes in both B-to-B and B-to-C business with fewer people than we had before."

DTC now has an e-commerce site that puts competitors to shame, written single-handedly by Madura. "The biggest selling points of e-Business Manager are its ease of use and the way it integrates with the rest of MAS 200," Madura says. "You don't need a massive IT department to deal with it. I figure we saved at least \$50,000 by building the site in-house. That goes to show you how well the module was designed. Anyone who knows Inventory Management will find that e-Business Manager's a breeze."



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