

MAS 200 for SQL

CUSTOMER

Marquez Brothers International, Inc.

www.marquezbros.com

CORPORATE PROFILE

Headquarters

San Jose, California

Type of Business

Food production and distribution

Number of Locations

Twelve

Number of Employees

2,000

Size

\$150+ million

SYSTEM PROFILE

Computer System

Microsoft Windows

Users on System: 210

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- Business Alerts
- e-Business Manager
 - .inquiry
 - .order
 - .store
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Return Merchandise Authorization
- Sales Order
- Visual Integrator

RealWorld to MAS 200 Conversion Helps Marquez Brothers Remain “¡Lo Maximo!”

Marquez Brothers International is a quintessential American success story. Twenty-five years ago the Marquez brothers came to San Jose from Mexico and started making cheese in their home kitchen. Sales to mom-and-pop Mexican grocery stores boomed, and the company expanded into meat items and canned goods. Today gross sales of their El Mexicano brand top \$150 million — making them “¡Lo Maximo!” — the best. They have two manufacturing facilities in California, three in Mexico, and seven warehouses throughout the United States.

The company’s Web site aptly summarizes its culture, saying, “We attribute our success to perseverance, dedication, and a commitment to authentic products at the best price. God bless America, for it is truly the land of opportunity.”

Transparent Conversion

Marquez Brothers ran its business on a heavily customized DOS version of Real World software for two decades. Then they were orphaned when



Real World became part of Microsoft and support was discontinued. “We knew it was time to switch to a Windows environment,” says Jose Areas, controller for Marquez Brothers. “Our biggest worry, however, was safe conversion of our data. We have 12 divisions, some with millions of records. Fortunately, we found MAS 200 and a fantastic reseller, who designed exactly what we needed and orchestrated a flawless transition.”

The reseller built a conversion application that was installed one Friday night. By Monday morning, MAS 200 was up and running perfectly. Millions

CHALLENGE

Support for legacy Real World system discontinued, leaving company vulnerable with an aging and inadequate DOS-based platform.

SOLUTION

MAS 200 with full suite of modules, including e-Business Manager, Business Alerts and Inventory Management.

RESULTS

B-to-B e-commerce capabilities, system-wide integration for centralized control, and improved warehouse management and reporting features.

“Given the enormous size of our operations and databases, I consider the smooth transition something of a miracle. MAS 200 is so fast that we’re experiencing improved efficiencies throughout the company.”

Jose Areas
Controller
Marquez Brothers International, Inc.

of records converted without a glitch. “Given the enormous size of our operations and databases, I consider the smooth transition something of a miracle,” says Areas.

Real-Time Data and Control

MAS 200 has given Marquez Brothers a seamless business management solution, coordinating everything from payables and receivables to payroll, ordering and detailed sales analyses. “MAS 200 is so fast that we’re experiencing improved efficiencies throughout the company,” comments Areas. “I can communicate instantly with all of our divisions, see what’s going on in our Las Vegas facility in real-time from my desktop, and print out any type of financial statement I want.”

He also appreciates the system’s built-in flexibility. “We didn’t have to customize MAS 200 to get the features we needed,” he says. “Practically everything was already there. We didn’t even do one percent of the customization as with Real World. We benefit by having more accessible data. Before only two people could prepare reports. Now almost anybody can.”

The Inventory Management module monitors inventory in warehouses across the nation. The RMA module tracks whether returned merchandise goes back to inventory or should be classified as spoilage, and processes credits.

The Business Alerts module notifies the right people in purchasing when stock levels become low. Agents merely point and click to reorder.

“The modules speed up inventory management, and ensure that we always have sufficient stock on hand to meet our customers’ needs,” Areas notes. “This helps keep sales high and allows us to expand considerably without adding more staffing.”

e-Commerce Expansion

Marquez Brothers uses MAS 200’s e-Business Manager module to stay in touch with customers. Interfacing with the company’s new Web site, the module lets customers place orders, check the status of their account, verify open invoices and print statements. In the future, the company plans to offer online sales to consumers as well. “We view e-commerce as a way of increasing our visibility, providing greater flexibility to our customers and generally making life easier for everyone concerned,” Areas comments.

“Everyone has been really happy with MAS 200,” says Areas. “It’s been running for almost a year and has never crashed. Best of all, I don’t get complaints — which makes me feel good, being responsible for selecting the system. It was definitely the right choice for us.”



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