

MAS 90

CUSTOMER

Orpheus Music, Inc.

www.orpheusmusic.com

CORPORATE PROFILE

Headquarters

San Antonio, Texas

Type of Business

Musical instrument importer & distributor

Number of Locations

One

Number of Employees

7

Annual Revenue

\$3 million

SYSTEM PROFILE

Computer System

Microsoft Windows NT

MAS 90 Modules in Operation

- Accounts Payable
- Accounts Receivable
- ACT! Link
- Bank Reconciliation
- Custom Office
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Sales Order

BCS Module

- Service & Warranty Management

Orpheus Music Hits All the Right Notes with MAS 90 and ACT! Link

Many of the world's finest musical artists perform exclusively on instruments distributed by Orpheus Music, Inc. Flutist Rhonda Larson, who won a Grammy for "Spanish Angel," wouldn't tour with any other instrument. Neither would David Shostac, principal flutist and soloist with the Los Angeles Chamber Orchestra, or Nestor Torres, acclaimed master of post-New Age jazz. The beautiful flute music in the themes for "Mission: Impossible," "ET," "Roots," and "Apollo 13" are just a few of Sheridan Stokes' contributions with his Pearl Flute from Orpheus.

Jim Gavigan, Ph.D. and his wife Kathy, both professional musicians, formed Orpheus Music to provide the music community with superior quality instruments. Today their fine collection of flutes, piccolos, saxophones, timpani and synthetic reeds are distributed by more than 2,000 dealers nationwide.

System Out of Tune

During their early years, Orpheus used a variety of accounting software packages. As the business grew, they required better



tracking of service and warranty information in addition to serialized inventory capabilities. A reseller in San Antonio introduced them to MAS 90 with a specialized service and warranty module.

Perfect Harmony

Perfect harmony was achieved when Orpheus Music implemented MAS 90. MAS 90 has the features they wanted, including the core accounting modules, plus Payroll, Inventory, Purchase Order and Sales Order modules. In addition, MAS 90's ACT! Link module provides a seamless interface to the customer database.

CHALLENGE

Obtain a system with end-to-end distribution functionality that features superior service / warranty tracking and extensive serial lot inventory capabilities.

SOLUTION

MAS 90, the ACT! Link and the BCS vertical modules.

VERTICAL MARKETING PARTNER

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

RESULTS

More strategic management; Precision inventory control; Streamlined integration and instant data access; Reduced overhead; Improved customer service; Saved hundreds of dollars a month; Cut 800 phone bill by a third.

“With MAS 90 and its diverse suite of modules, we can provide the best quality of service to our customers.”

*Mary Halvorson
Operations Director
Orpheus Music, Inc.*

“Any software can perform simple invoicing,” says Mary Halvorson, operations manager at Orpheus. “But MAS 90 is the only system we found that offers the end-to-end functionality we need as distributors.”

Orpheus distributes big-ticket items like sterling silver and 18k gold flutes. Just-in-time inventory control is essential. MAS 90 provides reliable reports for showing open orders, stock on hand and sales trends, allowing Orpheus to keep inventory to a minimum and control overhead expenses. A Service and Warranty Tracking module from Business Computer Systems traces the history of products from arrival through the warranty period, automatically establishing permanent records for individual serialized items.

Halvorson is especially enthusiastic about the ACT! Link. Previously, sales employees taking orders often neglected to make appropriate entries in ACT!, the contact management software. With the ACT! Link module, a note is automatically inserted into the customer record. The sales team is able to check inventory, back orders, invoices and sales orders from within the customer database in ACT! without having to switch between two programs — saving time and allowing them to provide more efficient customer service.

“Sales personnel can answer practically any question for customers while on the phone,” says Halvorson. “If someone wants

to buy 300 flutes, for instance, we know immediately whether we have that many in stock. We can be much more responsive.”

The phone bill has dropped by at least a third with the new system. Customers on the 800 number used to wait for long periods on hold while information was located. Now answers are available at the click of a mouse. This improvement alone saves hundreds of dollars every month.

The company is running smarter too, thanks to MAS 90’s Business Insights application. The owners can pull up graphical Web reports whenever they want, showing top customers, best-selling items, current receivables and payables, or inventory status. “Business Insights allow us to be much more strategic in our thinking, and keep our finger on the pulse of the company,” Halvorson comments.

The new MAS 90 system has proved to be exactly what Orpheus Music wanted. As Halvorson says, “With MAS 90 and its diverse suite of modules, we can provide the best quality of service to our customers.”



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