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## MAS 200

### CUSTOMER

Second Nature Design, Inc.  
www.quarrycritters.com

### AUTHORIZED RESELLER

ESC Software  
1620 W. Fountainhead Pkwy, Ste 509  
Tempe AZ 85282  
480-784-1622  
www.escsoftware.com

### CORPORATE PROFILE

**Headquarters**  
Phoenix, AZ

**Type of Business**  
Gift Wholesaler/ Distributor

**Locations**  
One

**Number of Employees**  
12

**Size**  
\$3 – 5 million

### SYSTEM PROFILE

**Computer System**  
Microsoft® Windows® XP  
Users on MAS 200: 12

### MAS 200 Modules in Operation

- Library Master
- General Ledger
- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Business Alerts
- Custom Office
- Inventory Management
- Purchase Order
- Sales Order
- e-Business Manager  
.order  
.inquiry
- Visual Integrator
- Microsoft FRx Desktop

## Second Nature Design finds MAS 200 is “Simply Irresistible”

“One touch is all it takes to sell one.” That’s how Hallmark store owners describe Simply Irresistible stuffed animals, super-soft cuddly toys that practically sell themselves off of retail shelves. A Simply Irresistible bear, in fact, was named 2004 Plush Toy of the Year by *Creative Child Magazine*, and was nominated for a “Golden Teddy” by *Teddy Bear Review*. Simply Irresistible is the flagship line of Second Nature Design, Inc. (SND), a Phoenix firm that also makes Quarry Critters and other gift items.

“For years we had been using a DOS-based financial system, and it kept crashing on us,” says Rachel White, SND’s office manager. “We couldn’t get reports out of it either. So when we moved to networked PCs in 2002, we tossed the old software and upgraded to MAS 200®. What a difference it has made!”

### Automating with MAS 200

Before deciding on a new financial system, White took a user training class on MAS 200. “I couldn’t make a wise selection without knowing all the ins and



out of the software,” she explains. “The training made me very knowledgeable about MAS 200, and showed me how much computing power we’d be getting from our investment. I was so impressed with the training firm that they became our MAS 200 reseller!”

SND now counts on MAS 200 to manage inventory, sales orders, accounts receivable, accounts payable, royalties, commissions, bank reconciliation, and even run its fledgling e-commerce capabilities. “Being a wholesaler, we have a very complicated commission structure, with several different levels of

#### CHALLENGE

Previous software would constantly crash, it could not produce reports or provide adequate backups, and lacked technical support.

#### SOLUTION

MAS 200, with complete suite of core financial and distribution modules plus e-commerce solution.

#### RESULTS

Saving 12 weeks of work per year for four-person team in inventory; reduced shipping department by one full-time employee, eliminated need for external CPA, saving \$30,000 a year.

*"MAS 200 and bar coding have reduced our inventory levels by 30 percent, and cut costs by \$30,000 to \$50,000 a year. We now have total accuracy in the warehouse, so we can fulfill delivery promises when everything gets hectic before Christmas."*

*Rachel White  
Office Manager  
Second Nature Design, Inc.*

sales representatives and subrepresentatives," White explains. "Having MAS 200 perform the calculations automatically is a lifesaver."

### **Easier Inventory**

Inventory is one area where MAS 200 has transformed operations at SND. "Before, we never knew what items were in stock, and had to do a physical count at least once a month," says White. "It took an entire week. But since implementing MAS 200 two years ago, we have only done two full counts, and one of those was because we changed warehouses. That translates into a savings of 12 weeks per year for a team of four, a dramatic improvement."

Second Nature's products are manufactured in China, where they are barcoded. Using the MAS 200 Inventory Management module, products are picked, packed, and shipped with tethered scanners to account for each product leaving the dock. MAS 200 also warns the shipping crew if a shipment includes items not ordered by the customer. "MAS 200 and bar coding has reduced our inventory levels by 30 percent and cut costs by \$30,000 to \$50,000 a year," she notes. "Best of all, we now have total accuracy in the warehouse, so we can fulfill delivery promises when everything gets hectic before Christmas."

### **Significant Savings**

Because MAS 200 integrates seamlessly with SND's UPS® and FedEx® systems, the company has been able to reallocate one full-time employee from the shipping department.

"Another area of major savings comes from the reporting capabilities built into MAS 200," notes White. "We used to have to pull data from our old software, put it into spreadsheets, zip it, and ship it to an outside CPA in order to get our financials every month. Now we run the reports ourselves on MAS 200. The financials are easy and accurate. We use the accounting firm only for taxes—a savings of at least \$30,000 every year."

White notes that the new system has been almost problem-free. "MAS 200 is so user friendly that I can figure most things out by myself," she says. "If I ever run into an issue, it's no big deal. The technical support crew answers my question, and the problem goes away."

She also says that MAS 200 gives the company plenty of room to grow. "We built our system correctly with MAS 200," White explains. "Now we're poised for future growth—whether it's in traditional business or e-commerce—for many years to come."



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