

“We cover a very large geographic territory. dynaMACS helps us manage our time and travel more effectively. ”

Mel Leather, owner
Main & Associates

Client Challenge



Main and Associates' former software had the data the agency needed, but the DOS-based program was inflexible and difficult to use. Changing what data was included in reports was confusing and time-consuming and the agency could only get up-to-date numbers after they closed month-end procedures.

dynaMACS Solution

Using dynaMACS was like entering the 21st century of agency software. Updated numbers are available during the month – no waiting for month-end. The Windows-based program is “very easy and the learning curve, extremely fast,” says Debbie Leather.

Retrieving information takes just seconds and data is immediately displayed on-screen. Printing reports is just a few more mouse clicks. “I love the instant sales analysis,” Mel Leather says. “If I need to change the way I am viewing data, like changing a date or sales rep, or sorting the information differently, it’s fast and easy. The old system chugged along for 10 minutes to compile a report. You never wanted to go back and change anything, because you didn’t want to wait.”

dynaMACS has also helped with time management. Main & Associates' territory covers the Rocky Mountain states, spanning from the southern U.S. border in New Mexico to Montana's Canadian border. “We can see which manufacturers have the most potential based on sales. dynaMACS helps us manage our time and travel more effectively,” Mel says.

As the main operator of dynaMACS, Debbie sings the praises of the technical support team. “I usually hate calling help desks,” she says. “It takes forever for them to respond, or I don’t speak their technical language. But dynaMACS’s help desk is the best: very responsive and not at all intimidating.” Debbie also likes the online help feature that gives her quick answers.

| Agency Profile: Main & Associates | |
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| Founded: | 1981 |
| Markets: | Metal building, construction and lawn & garden |
| Territories: | Rocky Mountain states: MT, WY, CO, UT, NM, NV, AZ |
| Associations: | STAFDA, NFBA MSLBMDA |
| With dynaMACS since: | 2003 |