

“With dynaMACS, we are finally able to see Rep sales and Distributor sales combined in one report.”

Mark Johnson, VP of Sales
Dave Ray and Associates

Client Challenge



Anna Cascioli, Accounting Manager, and Mark Johnson, Vice President, Sales
Dave Ray & Associates

Dave Ray and Associates is an agency that serves many of its manufacturers in a dual role: as a rep, and as a distributor who warehouses and sells products.

As a result, the agency has double the challenge: track commissions and analyze sales as a “traditional” commissioned rep, and also create invoices, handle billing and collect receivables from the distributor business.

Dave Ray’s software package was good at the billing and receivables portion, but couldn’t handle the commission tracking and sales analysis functions.

Furthermore, they were frustrated because they couldn’t view sales from the distributor business alongside sales from the rep business.

dynaMACS Solution

When they partnered with dynaMACS, Dave Ray was able to easily – and electronically – transfer invoice information from the distribution database into the dynaMACS system, where they could view detailed sales and commission information.

Even better, they could look at the rep and distributor business together, in one report, or segment and compare the two.

“Today, all of our sales numbers are in one place,” says Vice President of Sales Mark Johnson. “And we can slice and dice the reports in so many ways to get a better picture of our business, and a clearer understanding of where the sales are coming from.”

Agency Profile: Dave Ray & Associates	
Founded:	1970
Products:	Process Instrumentation
Markets:	Industrial Municipal Water and Wastewater
Territories:	Michigan
Associations:	AWWE, MWEA, MRWA
With DynaMACS since :	2000