

“With dynaMACS, our sales reps have the information they need at their fingertips. Unlike the previous software, they actually use it!”

Brian Doherty, Owner
ADMA



Client Challenge

ADMA's old agency software was littered with problems; namely, inaccurate information, difficulty in producing reports and a time-consuming data entry process. A former CAS user, agency owner Brian Doherty says, "Our old software was extremely tedious and time consuming."

dynaMACS Solution

Doherty watched a dynaMACS demo at the OPRA conference, and immediately saw the software's potential. He purchased dynaMACS shortly thereafter and is pleased he made the switch.

"dynaMACS is such a well-thought-out software. It has taken the guesswork out of inputting the manufacturers' data," Doherty says. "The speed with which you can input sales and commissions with complete accuracy is amazing! dynaMACS has certainly made life easier."

ADMA also purchased dynaMACS Mobile, which enables sales reps to view sales, commission and performance data from their computer while they are at the office, at home or on the road. The agency is able to provide fast reporting and ensure salespeople have complete and timely information on the activity in their territory. "The software is user-friendly, even for the computer challenged," Doherty says. "The reps make use of this software much, much more than the previous one."

One of Doherty's favorite features is the historical comparison of sales and commission information. He is able to select data for any previous point in time and can view sales history for up to 5 years. Additionally, he can compare sales information to any prior month or year.

In a nutshell, dynaMACS has improved ADMA's operations, enabling the agency to organize, manage and report sales and commission information quickly and easily.

Agency Profile: ADMA	
Founded:	1989
Markets:	Office Products
Territories:	Mid-Atlantic, New York, New England and Upstate New York
Associations:	OPRA, SHOPA, NOPA, IAAP
With dynaMACS since:	2005