

“Switching from our old software to dynaMACS was like going from the dark into the light.”

Jeanette Gravino, Office Manager
Ellsworth Marketing Associates



Client Challenge

After an electrical fire destroyed Ellsworth Marketing Associates' building, the agency scurried to rebuild and get back to business as usual. Despite heavy losses, the agency saw the new start as an ideal time to replace the agency's software. Using a DOS-based program was tedious, time-consuming and antiquated in today's world of Microsoft Windows, says Office Manager Jeanette Gravino.

dynaMACS Solution

Owner Sara Griggs had heard about dynaMACS and was impressed with its ease of use and forward-thinking features. Gravino agreed. The agency knew the software would be better than the old program, but they did not realize just how drastic the change would be. Gravino describes it like this: "Going from our old software to dynaMACS is like going from the dark into the light."

For Gravino, the biggest benefits are the ease of use, the greatly reduced time it takes her to input data and the ability to quickly generate meaningful reports.

Griggs also find the reports invaluable, as they not only give her a clear picture of the agency's performance, but also enable her to see sales by manufacturer and print reports to take to meetings with dealers. Furthermore, dynaMACS eliminated one of Griggs' most time-consuming tasks: putting numbers into an Excel spreadsheet in order to see results.

The salespeople also benefit from the switch in software. They now get a clearer picture of sales for their territory, with reports broken down by manufacturer and customer. The agency likes the ability to separate results by territory, so salespeople see only sales and commissions for their own region.

Though Gravino finds dynaMACS easy, when a question arises, she says she doesn't hesitate to call support, who she finds helpful and friendly. "They're great and always have a quick response."

Agency Profile: Ellsworth Marketing Associates	
Founded:	2000
Markets:	Food Service
Territories:	Tennessee, Alabama, Georgia, Florida Panhandle
Associations:	MAFSI
With dynaMACS since:	2006