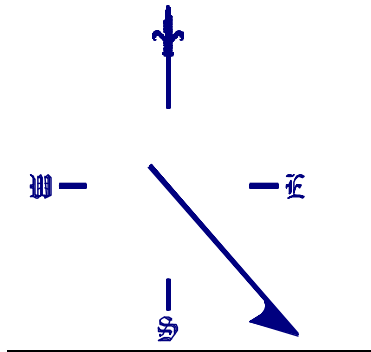


**“dynaMACS has made a world of difference in how efficiently our agency operates.”**

Jim Warner, Sales Manager  
Gulf Atlantic Marketing, Inc.



**Client Challenge**

Gulf Atlantic Marketing battled with a custom software program for years. “Getting information was always a chore; the reports were clumsy and hard to format. Every week, we ran into things the system couldn’t do,” says Sales Manager Jim Warner. Another big frustration: the many hours spent manually keying in thousands of sales invoices from factories. “With paper invoices, we always had a stack that was a foot high waiting to be entered.”

**dynaMACS Solution**

dynaMACS changed all that. “When it comes to getting factories’ sales information into the computer with no manual keying, nothing beats eSi,” Warner says. “It’s quick and easy and there are no errors.” The agency receives the information electronically on the same day that the manufacturer sends it and can process the information immediately – taking just minutes and requiring no manual entry.

Warner says the transition to dynaMACS couldn’t have been easier. “dynaMACS moved five years worth of data with no errors and no problems. We had a very useable tool instantly.” The agency has comprehensive sales and commission data at their fingertips – no more struggling with formatting reports. “Everything we need is right there on the screen. We can instantly find the answers we need.” Warner says he is quickly able to answer day-to-day questions and issues that come up, such as “where can a prospect buy in Tennessee; did a customer purchase from a certain factory last year; or what invoices haven’t been paid and how old are they?”

Warner goes on to say, “Today, we operate in a proactive mode, whereas before, everything was reactive. dynaMACS has made a world of difference in how efficiently our sales agency operates.”

| <b>Agency Profile:<br/>Gulf Atlantic Marketing,<br/>Inc.</b> |                                       |
|--|---------------------------------------|
| <b>Founded:</b>  | <b>1979</b>                           |
| <b>Markets:</b>  | <b>Marine / RV /<br/>Industrial</b>   |
| <b>Territory:</b>  | <b>Southeastern<br/>United States</b> |
| <b>With<br/>dynaMACS<br/>since:</b>                          | <b>2004</b>                           |