"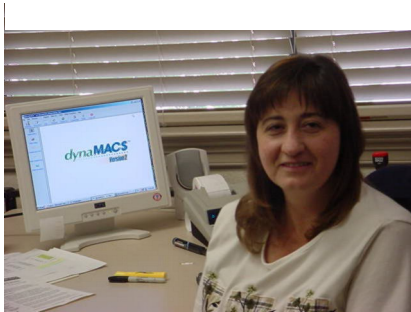I love this program! I can track sales by the actual shipment month and track commissions based on the month checks were received."

Caryl Hugdahl
J.C. Bernard & Associates

Caryl Hugdahl, Information Systems Manager, of J. C. Bernard & Associates.

Agency Profile:
J. C. Bernard & Associates

Founded:	**1946**
Markets:	**Hardware**
Territories:	**Texas, Arkansas, Louisiana, Mississippi, Alabama, Tennessee**
Associations:	**MANA**
With dynaMACS since:	**2004**

Client Challenge

J.C. Bernard & Associates wanted a new agency management software to replace its custom-made program designed in 1985. The DOS-based software required a dot matrix printer, which required costly ribbon and computer paper. As for data entry, sales analysis and reporting, the old program was the epitome of inflexibility.

dynaMACS Solution

In an effort to find a world-class software, Information Systems Manager Caryl Hugdahl talked to actual customers who were using the software she was considering. "I called several dynaMACS references, and tried to get them to tell me something they didn't like. Not one did – and now I know why," she says. "I love this program!"

What initially attracted J.C. Bernard was the optional Dual Analysis module. "It's the greatest tool I've found," Hugdahl says. Data can be tracked two ways: by the month when sales occur, and the month when the commission check is received. "This allows me to balance with actual bank deposits for accurate posting," she says. Plus, commissions are automatically split among salespeople, a task Hugdahl used to do manually.

Speaking of manual tasks, Hugdahl recalls many that are now automated. For example, the agency often analyzes sales for manufacturers by customer and location. Previously, they had to search three reports, one sorted by manufacturer, one by customer and one by location, whereas one dynaMACS report shows it all.

Some manual tasks like creating reports showing the agencies top customers took days to compile. With dynaMACS "I click the customer tab and there are my top 50 customers, instantly" she says. By filtering, the agency selects what data is included in any report: "It's so versatile. I can confidently tell the salespeople, 'Tell me what you want to see, and I can generate that report in a matter of minutes.'"

Additionally, Hugdahl says the software is easy to use and technical support, including online help and telephone support, is excellent.