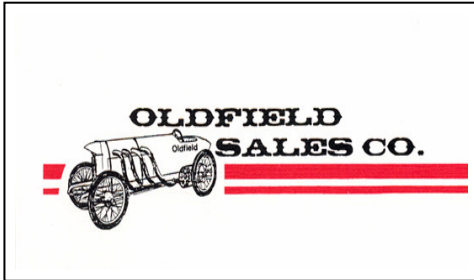


“We love dynaMACS because it saves us both time and money.”

Tim Oldfield, President
Oldfield Sales Co.



Client Challenge

Oldfield Sales Co. wanted to upgrade its sales agency software. The main goal was to find software that would enable the agency to get a clear view of sales and commission activity and perform in-depth analysis.

dynaMACS Solution

After purchasing dynaMACS, Oldfield Sales is able to review data and recognize trends in new ways. "dynaMACS is a superior resource for organizing our agency information and activities. It gives us quick access to vital information," Oldfield says.

"We love dynaMACS because it saves us both time and money." In fact, Oldfield no longer has to have a full-time data entry person. As a result, the time and expenses associated with data entry have been significantly reduced.

Manufacturer, customer and sales rep information is housed in one database, enabling the agency to view data in limitless ways. Furthermore, Oldfield can drill down to more details if he has a question on any screen. Some examples of how data can be sorted:

- Customers ranked based on all factories they buy from
- 5-year history for a selected customer and manufacturer
- All invoices that a sales rep is being paid commission for
- Manufacturers ranked by year-to-date commissions
- Year-to-date sales for the agency as a whole

Oldfield also points out, "dynaMACS provides us with a variety of report formats." A few of the ways that reports can be sorted include customer, state/region, branch, customer type, customer division, manufacturer, manufacturer type, sales rep, buying group and much more.

"We now have one tool for analyzing sales, tracking commissions and paying sales reps."

Oldfield Sales Co.	
Founded:	1969
Markets:	Automotive aftermarket
Territories:	California, Arizona and Nevada
Associations:	AAIA, APEX
With dynaMACS since:	2003