

“We felt our old software was working just fine, but now, our eyes are open to dynaMACS extensive reporting and analysis capabilities.”

Terri Molan
Controller, S.M. Osgood Company



The S.M. Osgood Company traveling sales display.

Client Challenge

S.M. Osgood Company was concerned about future support and upgrades of CAS-rep software, and feared it would soon be obsolete.

The agency began researching new options, and decided dynaMACS was the best solution. However, S.M. Osgood was concerned about the conversion process. Replacing the outdated system meant transferring years of valuable information into a new database.

dynaMACS Solution

Well aware of the fear agencies face when undergoing a conversion, dynaMACS has developed a comprehensive CAS-rep data transfer process and quality assurance check to ensure a smooth migration.

It is as easy as running an automated conversion CD provided by dynaMACS, then going into dynaMACS software and clicking “Import.” Data transfers automatically, with no loss of information.

“The dynaMACS installation and conversion process is one of the easiest I’ve ever seen,” said Controller Terri Molan. All numbers from the old CAS-rep database matched to the penny.

After installation, S.M. Osgood began another often-dreaded task: learning new software. The agency used dynaMACS help tools, including on-line help files, a demo CD and telephone technical support. But Molan says the software was so user-friendly that she quickly became comfortable using it and required very little assistance.

The transition was an enlightening experience. “We felt CAS-rep was working fine for us, but now our eyes are open to dynaMACS’ extensive analysis and reporting capabilities.”

Agency Profile: S.M. Osgood Company

Founded:	1960
Markets:	Marine & RV industries
Territories:	Eastern and Central U.S.
Associations:	NMMA, NMRA, RVIA, NMDA, WDA, MANA
With dynaMACS since:	2003