

**“Our sales reps have come to rely on dynaMACS Mobile and can’t imagine not having it with them.”**

Steve Hanson, Partner  
Western Safety Associates



**Client Challenge**

Several years ago, software provider Win-rep announced that it was moving to a hosted environment, and sales agencies would have to access sales and commission data via the Internet, rather than entering and storing it into their own computer network. That did not sit well with Western Safety Associates owner Steve Hanson. While attending the National Safety Show, he spoke with other reps who said great things about dynaMACS. He was impressed – but concerned. Did he risk losing years of sales and commission data during the conversion to a new system?

**dynaMACS Solution**

dynaMACS has a proven-successful process for transferring data, perfected during 30-plus years of conversions. Not a single number was lost during Western Safety Associates’ conversion. Today, Steve and the rest of the team are working more efficiently and getting more detailed information than ever before.

They can drill down to detailed information on any manufacturer, distributor or sales rep’s territory and quickly put together meaningful reports. Steve says he uses dynaMACS to determine trends, and identify opportunities to gain new products. Office manager Jennifer Leitch says simple, logical screens make data entry a breeze.

But the biggest change? All sales reps are equipped with dynaMACS Mobile, enabling them to access sales and commission data no matter where they are: at the office, at home or on the road.

Steve says, “There’s nothing worse than dragging a bunch of paperwork and printed reports everywhere you go. With dynaMACS Mobile we have all the information we need with us at all times, easily accessible. Our sales reps have come to rely on dynaMACS Mobile and can’t imagine not having it with them.”

<b>Agency Profile: Western Safety Associates</b>	
<b>Founded:</b>	<b>1974</b>
<b>Markets:</b>	<b>Industrial Safety</b>
<b>Territories:</b>	<b>Alaska, Arizona, California, Nevada, Oregon, Washington, and Hawaii</b>
<b>Associations:</b>	<b>STAFDA, ISA</b>
<b>With dynaMACS since:</b>	<b>2003</b>