

"If our numbers are down on a line, I can press a key and find out why, almost instantly."

Bill Murray Jr.

President, Bill Murray & Associates



Bill Murray Jr., President
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Client Challenge

Faced with outdated data management technology, escalating costs and a rapidly expanding customer base, it became obvious that CAS-rep, DOS-based software, could no longer support Bill Murray & Associates' burgeoning growth and would have to be replaced, even though it had been used since the agency's start.

Says agency President Bill Murray Jr., "Getting information in and out of CAS was becoming a time and productivity issue. If you wanted information on how a particular line was doing, you had to sift through pages of reports to find one piece of information."

Tracking commissions was yet another issue. The agency spent hours manually sorting and crosschecking a CAS report to verify payments, before distributing checks to the sales reps.

dynaMACS Solution

When dynaMACS was implemented, the agency immediately reaped benefits. Accessing data no longer meant hours spent pouring over hundreds of pages of computer printouts, or sorting through dozens of computer screens.

"This is a huge timesaver and no doubt, the single greatest benefit to our management team," Murray says. "I can click once and change between sales and commission numbers, whereas that simply wasn't an option in the old system."

dynaMACS is also virtually paperless. Sales Administrator Nancy Callahan says "Our sales rep run dynaMACS Mobile on their laptops, and commission and sales reports are distributed via email every Friday. It now takes minutes to do what used to take a half day."

Murray adds: "30 days is a long time between reporting

Agency Profile: **Bill Murray & Associates**

Founded: 1976

Markets: Automotive aftermarket

Territories: Southeastern United States

Associations: AAIA

**With
dynaMACS
since:** 2000