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Kim Berry
Office Manager, Pacific Marketing

Client Challenge



Pacific Marketing partners, from left: Gary Swarberg, Scott Corell and Daniel Peterson.

Pacific Marketing is a progressive agency that prides itself on being savvy, customer service focused and ahead of the technology curve.

The agency wanted a software package that shared those same traits. It must keep up with changing Microsoft Windows® technology, have easy-to-use, yet powerful data inquiry and reporting capabilities, and provide expert technical support, ready to assist the agency staff.

dynaMACS Solution

dynaMACS fills the bill, according to Pacific Marketing’s Office Manager Kim Berry. She cites the dynaMACS Mobile capabilities as one of the biggest benefits.

Each of the agency’s partners is equipped with dynaMACS Mobile software on their laptops. Database updates are sent to them weekly, so instead of waiting until month-end, they get updated sales data on the laptops each week. If a factory calls, the partner has complete numbers for that manufacturer – whether at home, in the office, or traveling.

“With dynaMACS Mobile, we often have more complete, up-to-date numbers than the factories’ sales managers do,” says Berry.

In addition, Pacific Marketing subscribes to dynaCARE, a software support plan, to ensure the staff has technical assistance whenever they need it.

“I’d highly recommend dynaCARE. With a very knowledgeable staff who is always ready to help, plus software upgrades included in the price, dynaCARE is a cost-effective option and a real time saver when I have a question that can’t wait,” she says.

**Agency Profile:
Pacific Marketing**

Founded:	1996
Markets:	Automotive aftermarket
Territories:	Western U.S. CA, AZ, NV, HI, NM, WA, OR, AK
Associations:	AAIA, SEMA, MEMA, AWDA, AERA, PERA, AWAAG, AHMA
With dynaMACS since:	2001