

## MAS 200

### CUSTOMER

Dexter's Farm, Inc.

### CORPORATE PROFILE

**Headquarters**

Lilburn, Georgia

**Type of Business**

Fresh food distribution

**Distribution Territory**

Georgia

**Number of Locations**

One

**Number of Employees**

34

**Annual Revenue**

\$7 million

### SYSTEM PROFILE

**Computer System**

- Dell 200 Pentium server
- Microsoft Windows Advanced Server
- Microsoft Windows workstations

**MAS 200 Modules in Operation**

- Accounts Payable
- Accounts Receivable
- Bar Code
- Bank Reconciliation
- Crystal Reports
- Custom Office
- General Ledger
- Inventory Management
- Sales Order
- Payroll
- Purchase Order

## Food Wholesaler Praises Speed and Stability of MAS 200

Performance has always been important to Dexter Odom. That's how he and his wife, Kitty, transformed the roadside vegetable stand they opened in 1983 into Dexter's Farm, one of the South's largest and most dynamic wholesale distributors of fresh produce and eggs. Shopping the produce mart at 3 a.m., Odom established high standards of quality for the produce he delivered to an ever-widening circle of schools, hospitals and restaurants in the Atlanta region. Odom won his largest account, a 160-outlet restaurant chain, by delivering during a rare snowstorm when other produce distributors gave up and shut down.



### Keeping Pace with Growth

To manage his company's phenomenal financial growth, Odom turned to MAS 90. Self-taught in computer operation, Odom began with a DOS-based computer system, then switched to a UNIX system in 1995 to achieve greater operating speed. While UNIX fulfilled the promise of speed, stability and data integrity, Odom found that data access was more complex under UNIX

than it had been with his PC network. He used terminal emulator software on his networked desktop computers, which had to be mapped over the UNIX server's drive using network file system (NFS). Odom and his colleagues were disappointed by the interface with desktop applications, and kept hoping for a better solution.

### Harvesting Success

The introduction of MAS 200 provided the answer to Odom's continuing quest. Because MAS 200, running on Windows NT, embodies true client/server technology, all processing is done on the server where

#### CHALLENGE

Upgrade to a server based, stable, automated accounting system that's powerful enough to handle rapid distribution growth and seamlessly interfaces with desktop applications.

#### SOLUTION

MAS 200 financial and distribution modules.

#### RESULTS

Seamless data interface;  
More efficient operations;  
Profit analysis in 15 minutes, not 5 hours; Daily close outs in a minute and a half;  
Instant invoice searches;  
Automatic updates to reports;  
Rock solid stability.

*"I drove MAS 200 on the PC in my office for two weeks and that's all it took to convince me. We turned off the old box and switched to MAS 200 cold turkey. And it's been stable as a rock."*

Dexter Odom  
President  
Dexter's Farm, Inc.

the applications reside. While each workstation receives program data and interprets commands in the data stream directing window operations, workstation malfunctions cannot affect the integrity of the data on the server. Odom reports that the new client/server system is every bit as stable as the previous UNIX system. More importantly, MAS 200 takes full advantage of the Windows environment, and its ODBC capabilities provide full interface to MAS 200 data from other desktop applications throughout the computer network.

"Using ODBC, we're now able to get to data from other spreadsheets and databases," says Odom. "That's important to us because we can go in and pull all invoices out for the year, sort by customer, drill down from there, and see exactly which customers bought which products in which quantities how often for which locations. Seeing that 'ship-to' information lets us accurately analyze our profit for each delivery." Odom said that process was difficult and time-consuming under UNIX, requiring manual exportation of page-by-page report data to a spreadsheet. "That used to take four to five hours. Now using Crystal Reports with MAS 200, it's finished in 10 to 15 minutes. And my daily closeouts take me exactly a minute and a half," adds Odom. "Now I can do searches for invoices so quickly it's unreal."

Although Odom felt most comfortable in the Windows environment, he had developed a deep respect for UNIX and sought assurance that a switch to Windows wouldn't compromise data integrity or system reliability.

"I drove MAS 200 on the PC in my office for two weeks and that's all it took to convince me," said Odom. "I know Windows and I like Windows. Once again, I could actually see files I was accessing. We turned off the old box and switched to MAS 200 cold turkey. And it's been stable as a rock."

Odom is enthusiastic about MAS 200 because of the many ways in which it's helping Dexter's Farm perform more efficiently. He's very pleased, for example, with his newfound ability to create live links within MAS 200, enabling automatic updating of reports whenever component data changes. In that way, MAS 200 functions like an extension of Odom's operating credo.

"To be successful, you've got to find ways to get the job done," Odom observes. "That's what I like about MAS 200: plain and simple, it gets the job done."



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