



# Expertise to Make Technology Work

[algorithminc.com](http://algorithminc.com)

  
**Algorithm**  
Making Technology Work

# About

## With Algorithm, get more out of your Exact Macola

Algorithm was started in 1993 as a certified, full-service Macola Software Channel Partner. Algorithm is committed to providing complete, long-term solutions, services and support to small and medium-sized businesses throughout the United States.

At the core of our process is the analysis of your business to discover and document your critical business objectives. From that, we are able to make informed recommendations on business solutions and software that will streamline your operations and improve visibility.

Algorithm's business experts hold numerous degrees and certifications, including CPA, MBA, APICS and Exact Software/Macola.

Follow us for the latest updates:

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**Business Process Optimization  
Managed Services  
Accounting, Distribution, & Manufacturing  
Innovative System Integrations**



# The Algorithm Team

We are a group of technology professionals with over 200 years of experience who enjoy working with each other in an effort to better serve our customers. Together, we have created an environment that fosters collaboration and growth.



**Mike Oswald**  
President

As President it is Mike's role to assemble the best team possible to provide a remarkable customer experience, whereby customers view Algorithm as a strategic partner and together we build long-term relationships.



**Mimi Bertram**  
Vice President

As Vice President at Algorithm, Mimi is responsible for all of Algorithm's service delivery, including application consulting, technical support desk, and custom programming. The Algorithm team excels at delivering services that are aligned with customers' needs and expressed expectations.



**John Jones**  
Director of Network Services

John is responsible for providing excellent IT customer service. This includes both internal customers, the employees of Algorithm, as well as providing full IT support for hundreds of Algorithm's nationwide customers. John has an additional role as hosted services manager.



**Jerry Kurtz**  
Development Services Lead

Jerry is responsible for leveraging Exact Macola and 3rd party solutions/add-ons to customize and enhance the overall functionality and user experience of Algorithm's clients' Macola installations. The range is from simple process automation to complex integration with other in-house systems as well as custom software solutions.



**Rick DeBusk**  
Business Application Consultant

Rick's chief responsibilities are to help clients identify business process issues, determine cost effective solutions to those problems, and provide project management and user training in the implementation of those solutions.



**Jonathan Nelson**  
Business Application Consultant

Jonathan works directly with Algorithm's customers to help them improve their businesses through the better implementation and use of their software applications. His responsibilities include direct support of Wisys, Progression, ES and EMIO, on site assessments, upgrades, new site implementations, and overall project management.



**Kristin Christian**  
Business Application Consultant

Kristin takes pride in collaborating with clients to identify their strengths, weaknesses and challenges in their organization and providing sound software solutions that enable them to operate with greater control, accuracy and efficiency in order to focus on growing and maintaining their business. Kristin has a special passion for the accounting and inventory management side of operations, as well as business process improvement initiatives.



**Andy Smith**  
Business Application Consultant

Andy is responsible for working with customers to learn about their business, and helping them use software to achieve their goals. Andy's responsibilities include discovering the unique aspects of each customer's goals, communicating how the software will help with those improvements, and training their staff on effective use of the software.



**Jeff Jenkins**  
Account Manager

Jeff Jenkins brings a wealth of experience to his role as an Account Manager at Algorithm. Jeff's post-graduate background includes over 10 years in the mortgage and finance industries and almost 5 years in the software industry. He was the Business Development Director for a financial asset analysis and trading software developer, responsible for all aspects of the client and partner acquisition processes.



**Carl McKinney**  
Account Manager

Carl is responsible for delivering upon the high standard to excellence that is synonymous with the Algorithm brand. Through keen partnerships and by utilization of the customer experience as his guide, Carl is responsible for the delivery of measurable change to the bottom line of customers he represents.



**Michael Massaroni**  
Account Manager

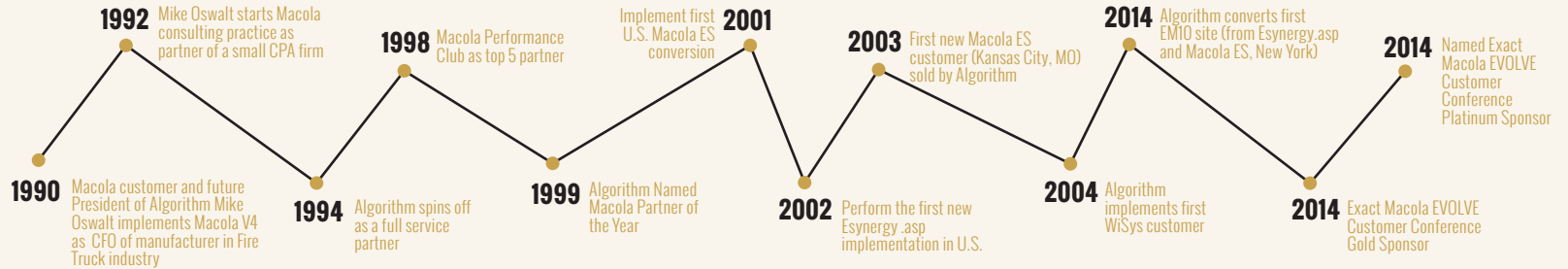
Michael provides Algorithm customers with exceptional service and unbiased information. Algorithm takes a holistic approach with its customers and this means Michael looks at the customer's goals and overall direction before recommending solutions.

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# The Evolution of a Partnership

## Algorithm



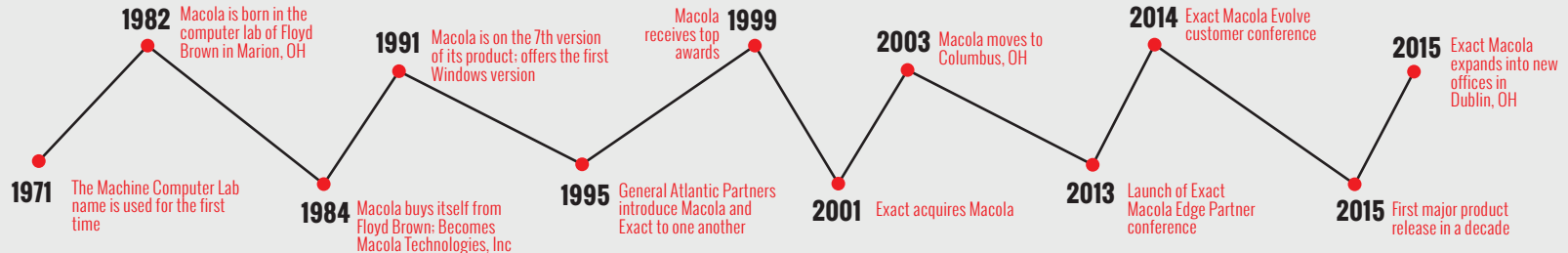
## LEADING IMPLEMENTATION PARTNER



# Algorithm & Exact Macola, 1990-2015



## Exact Macola



## EXPERTISE IN IMPLEMENTATION

### Business Process & Analysis

- Site assessment to identify improvement opportunities
- Identification of critical business objectives
- Solution-directed return on investment development

### On-Going Support and Training

- 50+ years of combined experience on support desk
- Convenient support options: email, phone and remote online assistance
- Desktop support portal available for customer self-service
- Our consultants staff our helpdesk

### Enterprise Resource Planning (ERP) Consulting

- Value-focused services centered on your unique business needs
- Effect change with minimal disruption to your business
- Ongoing reviews for continuous improvement opportunities

### Proven Project Management & Implementation Methodology

- 400+ successful new and product-upgrade implementations
- 1000's of software installations and configurations
- Repeatable and proven approach aligned with your critical business objectives
- Implementations of best practices since 1993

# Client Success Stories

## ALPHAPOINTE ASSOCIATION FOR THE BLIND



### ABOUT

Alphapointe is a private, non-profit organization that has continued to serve people who are blind and visually impaired in the Kansas City, Missouri community and surrounding region since 1911. Alphapointe is the largest single employer of visually impaired individuals, employing 176 people, and is the only comprehensive rehabilitation and education agency for people with vision loss in the state of Missouri, serving over 4,000 individuals. Alphapointe provides ISO-9001 Certified Manufacturing, Military Base Supply Stores, plastics engineering, Call Center Services and a Low Vision Products store.

### ALGORITHM CUSTOMER SINCE 2001

CHALLENGES	SOLUTIONS
1. Non-integrated systems for Point of Sale Time & Billing, case management and POS <ul style="list-style-type: none"> <li>• Counterpoint (Point of Sale)</li> <li>• Time &amp; Billing for Low Vision Clinic</li> <li>• Magic Chart</li> </ul>	<ul style="list-style-type: none"> <li>→ Harvest Venture Import Utility - Macola GL integration</li> <li>→ Synergy - Macola OE integration</li> <li>→ Synergy - custom Crystal Reports</li> </ul>
2. Non-Functioning, homegrown EDI application	→ Data Mason EDI
3. Older version of Macola Progression with an unwieldy, overgrown database	<ul style="list-style-type: none"> <li>→ Alembic Utilities for progression</li> <li>→ Macola ES upgrade</li> </ul>
4. Users frustrated with lack of application knowledge	→ Classroom training with customized curriculum
5. Out-dated and non-intuitive reporting tools	<ul style="list-style-type: none"> <li>→ Pulse Dashboard</li> <li>→ F9 for Macola ES</li> <li>→ Crystal Reports 2011</li> </ul>
6. Materials received at dock before the PO is approved	<ul style="list-style-type: none"> <li>→ Event Manager</li> <li>→ Synergy</li> </ul>
7. Merger with existing non-profit requires extensive accounting changes	→ Algorithm Consulting for Chart of Accounts and Financial Statement Redesign

200+ Years of Combined Experience

## INTERNATIONAL GAMCO



### ABOUT

International Gamco, Inc. is North America's Premier manufacturer of pull-tab tickets. Incorporated in 1983, Gamco is headquartered in Omaha, Nebraska with regional sales offices located throughout the United States. Through the years, Gamco has grown into a multi-faceted manufacturer and marketer of pull-tab ticket products for the lottery, charitable gaming and promotional games markets.

### ALGORITHM CUSTOMER SINCE 2002

CHALLENGES	SOLUTIONS
1. Modified Cobol Source code kept them stuck on old Progression version	<ul style="list-style-type: none"> <li>→ WiSys Distribution Objects</li> <li>→ Flex (VBA) Programming</li> </ul>
2. Complex financial reporting due to state regulatory commissions	<ul style="list-style-type: none"> <li>→ Macola ES upgrade</li> <li>→ Excel Add-in</li> </ul>
3. Large, diverse user community with varied expertise levels	→ Algorithm Unlimited Support
4. Modification to support state invoice regulations	<ul style="list-style-type: none"> <li>→ Macola ES upgrade</li> <li>→ Integrated Crystal forms</li> </ul>

“The Algorithm process is simple -identify and document the critical business objective; create a scope of work and blueprint to address that objective; then follow a proven methodology to implement the solution.” - IT Manager, Hinkley Lighting



## LAUREN MANUFACTURING

### A DIVISION OF LAUREN INTERNATIONAL



#### ABOUT

Lauren Manufacturing is a leading manufacturer of custom-engineered extruded and molded polymer sealing solutions. As a custom Extrusion company, Lauren Manufacturing specializes in closed-cell sponge and dense polymer products. Lauren can deliver a complete line of injection and transfer molded parts, dense rubber, insert-molded and rubber-to-metal bonded products. Lauren Manufacturing also makes available value-add services including: splicing, taping, slip-coating, clocking, custom packaging and logistics management.

#### ALGORITHM CUSTOMER SINCE 1997

CHALLENGES	SOLUTIONS
1. Lean Manufacturing initiative across business systems	<ul style="list-style-type: none"> <li>→ Macola ES upgrade</li> <li>→ Crystal Reports 2011</li> </ul>
2. Needed production planning to support Lean Manufacturing + retain integration with core Business database	<ul style="list-style-type: none"> <li>→ Synergy</li> <li>→ Synergy SDK</li> <li>→ WiSys Objects</li> </ul>
3. Inefficient Macola Cash Receipts Process	<ul style="list-style-type: none"> <li>→ Third Party Lockbox Import Utility</li> </ul>
4. Business Planning and advice to support aggressive multi divisional growth and acquisitions/divestitures	<ul style="list-style-type: none"> <li>→ Algorithm Business Consulting</li> </ul>

## SECOND HARVEST FOOD BANK OF MIDDLE TENNESSEE



#### ABOUT

Second Harvest Food Bank of Middle Tennessee serves a 46 county area in middle Tennessee. Since starting in a church basement in 1978, SHFB has grown and distributed 28.5 million pounds of food into the service area in FY 2014. In addition, the Project Preserve social enterprise serves over 200 food banks across the country, providing a lower cost food source and custom manufacturing capabilities.

#### ALGORITHM CUSTOMER SINCE 2014

CHALLENGES	SOLUTIONS
1. Initial implementation of Macola in 1997 and never updated as business model changed.	<ul style="list-style-type: none"> <li>→ Company-wide process review and redesign</li> <li>→ Update Progression install to EMIO</li> </ul>
2. Lack of an effective control environment led to inaccurate data input. New processes require additional controls.	<ul style="list-style-type: none"> <li>→ WiSys Agility grid for initial data entry with validation before WiSys Object updates database</li> <li>→ EMIO Configurable Workspaces to ensure clear step-by-step process control.</li> <li>→ EMIO BAM for additional monitoring</li> </ul>
3. Unsupported eCommerce solution requires batch processing with leads to errors in order processing.	<ul style="list-style-type: none"> <li>→ Algorithm custom program to replace outdated application</li> <li>→ As needed real-time updates to available &amp; allowable inventory based on customer login</li> </ul>
4. National association requires reporting in pounds instead of quantities.	<ul style="list-style-type: none"> <li>→ EMIO SSRS reporting with automated distribution list based on user-defined conversion factor per item or item category.</li> </ul>

Full Service Business Partner.

## Real-World Experience

We've been small business owners, CFOs, plant managers and production managers, among other positions; we know what it takes to help you run your business. Our people hold numerous degrees and certifications, including CPA, MBA, APICS and Exact Software™/Macola®.



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