

Case Study: Marrinan & Associates



The Challenge

The company's out-of-the-box software solution wasn't being utilized to its fullest potential, and wasn't maximized for the company's needs.

The Solution

CMS implemented Sage 100 with special accounting solutions and customizations to match Marrinan & Associates' unusual business needs.

The Results

Marrinan & Associates has streamlined operations and cut costs by an estimated \$100,000 per year.

Marrinan & Associates is a national sales and marketing company that sells insignia gift products to the collegiate market, and all branches of the military. In this highly competitive industry, Marrinan & Associates profits by buying and selling special order items such as drinkware, apparel, snacks, and frames that appear in college bookstores, military bases worldwide, select retailers, and online. This Rhode Island company serves as a representative to multiple vendors, offering their clients a one-stop shop versus having to deal with numerous resellers.

A Business Partner that Understands Us

Marrinan has a passion for staying on the cutting edge of technology.

The first partner Marrinan & Associates met with was Harvey Payton and his team at CMS. They were also the last. Marrinan & Associates was so impressed with Harvey's genuinely caring attitude and expertise, that there was no need to consider other companies. Harvey came in, sat down, and started sharing the possibilities that came with Sage 100; Marrinan & Associates immediately understood the money-saving opportunities that were possible by working with CMS to customize Sage 100 and their business operations.

Mark Hockhousen, the controller at Marrinan & Associates, stated, "I didn't even give other companies a consideration because the team at CMS 'wowed' me. In fact, they continue to 'wow' me," he said. "It's not uncommon for them to just drop by to see how we're doing. CMS really cares about our business."

Company Profile

Company:
Marrinan & Associates

Industry:
A national sales and marketing company that sells insignia gift products to the collegiate market and all branches of the military.

Operations:
Distribution, Accounting



Marrinan Profits from CMS's Innovation

Relying on the team at CMS was one of the wisest investments Marrinan & Associates has made. By understanding Marrinan & Associates' business processes and targeting their needs to continue improving operations, CMS has saved the company both time and money. In addition, the easy-to-use Sage 100 system has boosted work production and morale among Marrinan employees.

Enhancements CMS integrated for Marrinan include Direct Deposit Interface, Royalty Calculation and Commission features, ClickBase Reporting, Credit Card Processing, Business Alert Professional, and Paperless Office.

With Direct Deposit Interface, the system automatically knows when it's time to generate a direct deposit receipt, and creates the file which gets sent to the bank. This minimizes the check run process and allows the company to manage their cash flow better, as there's no delay in mail and checks being cashed. "Our vendors love the direct deposit feature. They get their money faster and can rely on getting it on time," states Mark. "The staff also appreciates not having to stuff as many envelopes, and the company saves a tremendous amount of money in postage."

The Royalty Calculation and Commission enhancements and ClickBase Reporting are also huge timesavers. Marrinan & Associates cuts costs by being more efficient and having everything in one system, which streamlines information processing and reporting.

CMS also implemented Paperless Office at Marrinan & Associates. Mark admits, "I was hesitant when CMS said to go paperless. But we tried it, and I loved it right away – and now I can't imagine working without it. It's so easy to use. You have a virtual file cabinet right in the system. It's made everyone's jobs more efficient." Paperless Office has saved Marrinan & Associates at least one person on the payroll; without their salary and benefits and by cutting back on paper, the company is saving close to \$100,000 annually just with Paperless Office.

Marrinan & Associates estimates that they've saved nearly \$300,000 thanks to CMS's consulting technique and the automation benefits featured in Sage 100. Of even more value, however, is the relationship Marrinan & Associates has developed with the team at CMS.

Mark comments, "I can pick up the phone if I need something, and if I don't get an immediate answer, I'll have an answer within hours. Sometimes we'll go into the system and something's 'messed up' – but CMS comes in and puts things right back together where they should be. The value of this kind of security cannot be measured."

Mark sums it up by stating, "I've worked with other Sage consultants in the past at other companies and I'll never even look at another consulting company again. They don't interest me because the service, abilities, and willingness of the folks at CMS mean a lot to me. I know through experience that I can't get better service anywhere else."

Mark continued, "I can go on and on about how wonderful CMS and Sage 100 and its enhancements are – they've enabled me to run this business as if it were a Fortune 500 company. I would highly recommend it to anyone and I never want to be without it. I'm always looking for new products that will help the company, and will happily invest in more money-saving solutions."