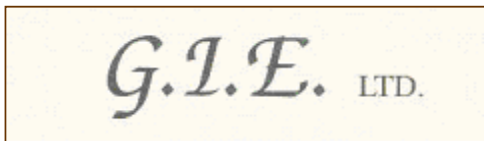


“I selected dynaMACS after seeing a software demonstration. I was truly impressed with the improvements over the custom program we were using.”

Paul F. Raphael Jr., President
GIE Ltd.



Client Challenge

GIE Ltd. wanted a modern, powerful Windows-based software to replace its 16-year-old DOS-based program. The sales agency sought in-depth analysis capabilities, comprehensive reports and most importantly, the ability to automatically split commissions among salespeople, without the need for manual adjustments.

dynaMACS Solution

GIE had heard of dynaMACS only through advertisements, until Paul Raphael Jr., GIE President, lined up a demonstration. After seeing the software in action and understanding what it could do, he simply stated, “This is it. This is what we need.”

GIE chose the subscription pricing plan, which enabled the agency to rent the software for a reduced up-front cost and low quarterly fee.

At first, Sandy Boxx, Office Manager, recalls being leary, having used the previous program for so long. “Using new software is always unnerving, but we were able to learn the software pretty quickly and haven’t had any glitches.”

Raphael finds the year-to-year comparison by customer and product line very beneficial. By performing in-depth analysis, Raphael says he and the sales team “can be very specific when dealing with manufacturers and customers.”

He adds that “quarterly analyses are almost instantaneous.” The salespeople can quickly see not only who is up or down, but *why* the numbers are what they are.

GIE recently ordered another module, Goal Tracking, which enables the agency to set sales goals and monitor them against actual performance. Reports track performance by manufacturers, sales reps, customers – or any combination, such as by all manufacturers represented by the agency; by manufacturer within a sales rep’s territory or by customer for each manufacturer within a sales rep’s territory.

Agency Profile: GIE Ltd.	
Founded:	1978
Markets:	Building Materials & Home Improvement
Territories:	10 states: ND, SD, NE, KS, MN, IA, MO, WI, IL, IN
Associations:	MANA, Home Builders Association
With dynaMACS since:	2003