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Herb Gruber, Managing Partner  
RepWorks



### Client Challenge

RepWorks wanted to use technology to increase the efficiency of its sales agency's operations. The headquarters office in Los Angeles had the tremendous task of entering sales data for all of its remote locations, leaving little time to focus on sales support for its local territories. In addition, some of RepWorks' factories were sending up to 3,000 sales invoices per month, and manually entering that data was becoming a full-time job.

### dynaMACS Solution

First, dynaMACS helped RepWorks significantly reduce data entry with eSi, a module that enables the sales agency to electronically and automatically import sales data sent by manufacturers. RepWorks now updates its sales figures with a few mouse clicks – and no data entry.

For those manufacturers who still insist on mailing paper invoices and commission statements, dynaMACS had another solution to alleviate the volume of data entry performed at the main office. Using PC Anywhere remote access software, the RepWorks field offices connect to the main database quickly and securely. Each office lends a hand in the data entry process, and the updated data resides in one location.

“Thanks to dynaMACS our two offices in different states are connected and entering data into one central location. The system is always up-to-date, and staff is free to focus on territory-specific sales duties, not just data entry,” says Managing Partner Herb Gruber. “We have been using this method for over a year and it is working great.”

Gruber says eSi saves the agency hours of data entry time – “We can import 3,000 invoices in a minute, with no errors” – and also benefits the factories: “The sales reps get information quicker and are looking at more up-to-date reports. Plus, factories no longer have to print and mail sales and commission data. Its all electronic.”

#### Agency Profile: RepWorks

**Founded:** 1984

**Markets:** Automotive aftermarket, racing & truck

**Territories:** CA, AZ, NV, OR, WA, AL, HA, Alberta & British Columbia, Canada, Baja, Mexico

**Associations:** AAIA, SEMA

**With dynaMACS since:** 2001