

# MASI

A quarterly newsletter from MicroAccounting Systems, Inc.  
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*From left:  
Andy Ariizumi,  
Gary Leaf, and  
Virginia Bezug  
of Overall  
Laundry  
Services, Inc.*

## Overall Laundry Services, Inc. Elevates Service with Navision

Overall Laundry Services, Inc. serves customers in Washington, Oregon, and Idaho with complete rental, lease, and purchase of garments and textiles. Its Everett plant is one of the largest laundry facilities in the United States, cleaning over 100,000 pounds of garments, mats, and towels each day.

Howard F. Keeler started Overall Cleaning and Supply Company in Seattle in 1920, working out of his Model T as a “gate waiter” (he met the shifts as they changed at the factories, picking up soiled overalls and returning clean ones). A short time later, operating out of the back of a small tailor shop, he began supplying garments on a rental basis. The company was small until World War II at which time business really grew.

Now President Travis Keeler, son of “H.F.”, presides over Overall’s eight service centers (Bellingham, Everett, Seattle, Tacoma, Portland, Corvallis, Spokane, and Tri-Cities), three production facilities, two clean room

processing facilities, and a design services department.

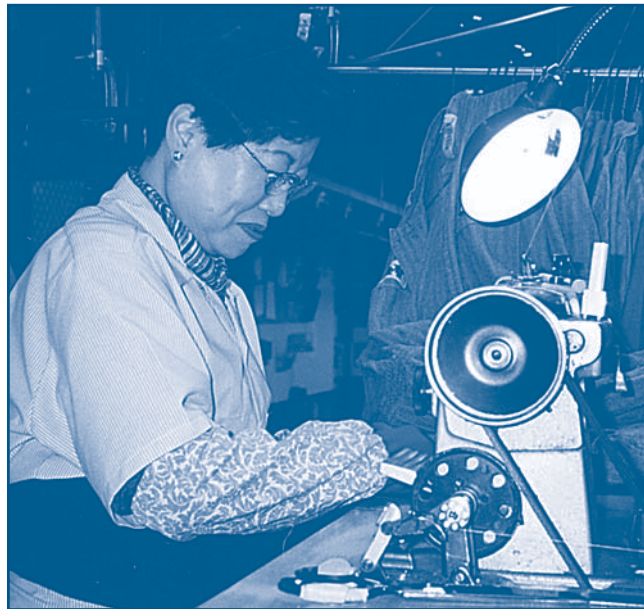
Garments offered include coveralls, shop coats, jackets, coats, shirts, pants, and executive and image apparel. Clean room,

*(continued on page 2)*

## MASI Re-enters Wood Products & Seafood Processing Markets

*Plywood Tropics USA, Inc.* is a large importer of hardwood plywood and lumber to the United States and Canada. Besides trading in plywood, it is the North American agent for a group of high quality Indonesian and Brazilian wood products manufacturers.

*(continued on page 4)*



*Kyung-Hee Yi mends a garment.*

*(Overall Laundry...continued from front page)*

static control, medical, dental, and flame resistant garments are also available.

Each garment is bar coded and scanned during the process and can provide information on how often a garment is washed, how long it has been in service, and how many times it has been mended. Rental items have weekly pick up and delivery with mending and cleaning included.

Mats, mops, and towels are also available from Overall. Mats are as decorative as they are functional, adding a colorful accent or displaying the company logo. Printer, shop, utility, windshield, detail, and food towels are provided as well as mops in a variety of shapes and sizes.

Overall's design services get the customer's name, logo, or other information on the garment. Direct embroidery, embroidered or printed emblems, or a unique look can all be accomplished.

To move the business to the next level, Overall's management team knew it was time to select an Enterprise Resource Planning (ERP) package to eliminate duplicate data entry and allow better access to information. After attending a Washington Society of CPAs seminar, they learned of Network Management Group Inc. (NMGI), which referred them to software that evaluates ERP packages. After

ranking 120 ERP packages based on Overall's needs, Navision scored in the top five. Navision's user interface with its drill-down capabilities won and MASI was chosen as the vendor.

"We knew we needed a long-term partnership with a vendor. An ERP package can't be installed and have the vendor go away forever! We judged vendors by how they would fit with our culture. MASI was a good fit and geographically favorable," explained Gary Leaf, Overall's Director of Information Management.

The selection process was completed a year ago and the implementation has gone well. "I've been doing this for 30 years and this went as well as any

I've been associated with. Navision lends itself to customization and we've enjoyed on-site programmers for years, so we're used to having software the way we want it," said Gary.

The Navision system handles General Ledger, Accounts Payable, Accounts Receivable, Purchase Orders, and pre-issued Inventory for Overall. This is the first time that Overall has enjoyed having purchasing and pre-issued inventory on the same system. "It is a huge benefit from the customer service standpoint and accuracy of data," said Virginia Bezug, Overall's Manager of Accounting.

They are now able to look at merchandise and cost, and see which customers it went to. It is enabling the sales service center staff to respond quicker to inquiries. Prior to having Navision, the outlying service centers only had access to accounts receivable information. "They are thrilled to get access to more information. It helps them do their jobs better and provides more exceptional customer service," said Virginia who is responsible for Navision training at the eight service centers.

"Navision is an intuitive system," added Andrew (Andy) Ariizumi, Overall's Controller and CFO.

Prior to installing Navision, Overall had a system for purchase orders and another for accounts payable so the invoices needed to be

*"Navision is an intuitive system," said Andy Ariizumi, Controller and CFO of Overall Laundry Services.*



entered again. "We were ending up with inexplicable differences that we couldn't reconcile between the systems. It was nearly impossible to wade through thousands of records to find the errors, so it's a huge benefit to have them both on the same system," said Andy.

Overall maintains their existing route accounting system to handle rental inventory, billing, and the management of accounts. MASI established a data interface between this system and the new Navision system.

"MASI really has a topnotch staff," Andy said. "As our project manager, Sheryl [Williams, MASI Project Manager] really went over and above the call of duty. If we had any issues, MASI was very open to talking about them."

Virginia added, "Sheryl has really shown her dedication to our success throughout this whole project."

Overall management and staff are enjoying the ease of report writing with Jet Reports. The drill-down capabilities from Excel into Navision make financial reporting easier and intuitive, Gary commented. They are running

summary statements for about 80 customers which sorts their orders and lists control breaks giving their customers' accounts payable and garment departments the information they need. It makes it easier for Overall's customers to pay their bills.

Another benefit of the new system is when a customer places an order and the item is not in stock, Navision provides the information on when it will be available, said Andy. Gary said that a future plan is to allow customers to look up their orders on Overall's website. Overall's management team is excited about the possibilities available with Navision and how it will grow with the company. Gary said they also plan to implement Navision's Customer Relationship Management (CRM) by the end of the year.

"The driving force behind making this kind of investment is that Navision provides better information to those serving customers and ultimately to the customer," said Virginia.

"It's working!" concluded Andy.

After all, *Service is the Overall Difference!* □

*"The driving force... is that Navision provides better information to those serving customers and ultimately to the customer," said Virginia Bezug, Manager of Accounting at Overall Laundry Services.*



*Terry Fox, Production Manager at Overall Laundry Services, shows the bar code on a coverall.*



*Lita Corpuz presses a shirt at Overall Laundry Services.*

*(Plywood Tropics...continued from front page)*

Established in 1984, Plywood Tropics USA is headquartered in Portland, Oregon. This same location serves as corporate headquarters for Chesapeake Hardwood Products, a large wall paneling and hardwood plywood manufacturer with plants in Chesapeake, Virginia and Hancock, Vermont. Plywood Tropics USA recently purchased Navision and Chesapeake Hardwood Products has been using Navision for several years.

“Navision has made our processing much easier in general. We have to go through fewer steps to get our sales orders and purchase orders entered, received, and invoiced, which is nice. A real benefit has been the landed cost function. Where I used to calculate the landed cost for each item purchased on an Excel spreadsheet, now I can attach added costs to each item as the invoices come in and Navision calculates the landed cost for me. Also, I used to spend a couple of days every month reconciling inventory on Great Plains but now it has *not* been out of balance once through three monthly closings in Navision! I love Navision and don’t ever want to handle inventory without it again!” exclaimed Suzanne Bell, Controller of Plywood Tropics USA.

**Bornstein Seafoods, Inc.** is one of the major fish processors on the Pacific Coast. Myer A. Bornstein founded Bornstein Seafoods in 1930 during the Great Depression. Hard work, dedication, and slogans such as, “If you don’t trade with us, we both lose money!” were

common during those days. Jay Bornstein took over the helm from his father in 1980, and expanded the Bellingham, Washington operation into Oregon, with processing facilities in Astoria and Newport. Supplied by local fishermen as well as fresh catches out of Canada, the company’s experienced cutters process up to 10 species a day.

Bornstein Seafoods purchased Navision and Jet Reports. “One important reason we chose the software was Jet Reports and we’re hoping that will make reporting easier for us,” commented Chris Lubetich, General Manager of Bornstein Seafoods. MASI also

developed Fish Ticket Purchasing and Fisherman Settlement functionality to meet this processor’s unique needs.

**Crystal Point** of Bothell, Washington developed the original Tandem Terminal Emulator (TTE) exclusively for Tandem. Over the past decade, Crystal Point evolved and improved this product’s original functionality into its flagship product, OutsideView®.

Since 1986, Crystal Point has been recognized as the worldwide leading provider of PC connectivity software for Tandem NonStop™ systems. OutsideView is used by more Tandem installations than any other terminal emulation product. Today, it is an integral part of the system console that is shipped with every new Hewlett Packard® NonStop system sold. In addition, OutsideView software provides terminal emulation solutions for IBM, Dec, and Unix.

Crystal Point also offers a new legacy renewal product that extends the full functionality of mission-critical legacy applications to the web with modern, graphical interfaces and enhanced functionality.

Brian G. Rosepapa, Crystal Point’s Chief Operating Officer, said that he is thrilled with the ease of implementation and use in the Finance applications. “MASI was extremely thorough, knowledgeable, and responsive towards successfully helping us meet our implementation schedule!” added Brian.

*“I love Navision and don’t ever want to handle inventory without it again!” exclaimed Suzanne Bell, Controller of Plywood Tropics USA.*

# AddonSoftware Version 7

AddonSoftware is preparing to ship its new Version 7, the latest in its technological evolution. The software release is currently in beta (final) testing, and it is planned to be released by July 1 nationwide. The first thing one notices about this new release is that the user interface for most applications (and soon for all) is graphical (Windows-based), making the software look very modern and up-to-date. Even better, however, is that the character interface is also available, built into the software and ready to use at the flip of a switch. The character interface is usable with terminals or terminal emulation software.

This legacy character interface is especially good for industrial or remote installations where the administration of a personal computer is undesirable, such as a manufacturing line or remote warehouse.

AddonSoftware Version 7 offers the ability to email, fax, or print any report, either on a pre-determined basis or on-the-fly. And it provides the ability to output all financial statements, all sales analysis reports, and other reports directly to Microsoft Excel.

The new version also contains many additional new features, and at MASI we are adding even more including EDI and bar coding. For a demonstration or to find out more about this new release, please call your MASI sales representative. □



*Edna Suanes unloads the dryer at Overall Laundry Services.*

**Pickseed West, Inc.**, a member of the Pickseed Companies Group, sells top-of-the line turf and forage grasses from its Tangent, Oregon location. Its dedicated research program in cool season grasses has led the industry for twenty-five years. Pickseed West's ryegrasses and tall fescues have always placed predominately in the National Turf Evaluation Program trials and are popular with golf course superintendents, sod growers, and sports turf users.

This grass seed grower and distributor recently chose Navision and is in the process of implementing it. "It's going very well," said Shari Maasdam, Controller of Pickseed West. "We've imported our inventory and vendors, and our initial testing of Navision has provided good results."

**United Fire, Health & Safety** has provided fire and safety products, service, and training since 1969. They are family-owned and have been in the same location for 34 years with many long-time employees. They have about 1000 inventory items with all products and services for both wholesale and retail customers.

Products include fire extinguishers, hard hats, gloves, eye and face protection, respiratory protection, first aid kits and supplies, fall protection equipment, boots, protective clothing, and much more. They provide gas instrument calibration and repairs; and on-site fall protection demonstrations and training. They are also an authorized DBI/Sala repair and inspection facility for self-retracting lanyards.

United Fire, Health & Safety services include fire extinguisher inspections and service; kitchen hood suppression systems design, installation and service; paint booth systems installation and service; wet and dry sprinkler inspections and repair; emergency lighting inspections and repair; backflow inspections and repair; and fire extinguisher training and demonstrations. They also do on-site surveys for fire extinguisher placement.

This Portland, Oregon distributor purchased AddonSoftware for accounting, distribution, and payroll. They are excited about all the capabilities this software has to offer and plan to use them all in time. □

*"MASI was extremely thorough, knowledgeable, and responsive towards successfully helping us meet our implementation schedule!" commented Brian G. Rosepapa, Crystal Point's Chief Operating Officer.*

# Navision Acquired By Microsoft

Last July 11, 2002, Microsoft acquired Navision. As a result of the acquisition, Navision became part of Microsoft Business Solutions, which will continue to develop, market, and support Navision's business applications. Microsoft Business Solutions' applications automate end-to-end business processes across financials, distribution, project accounting, e-commerce, human resources and payroll, manufacturing, supply chain management, business intelligence, sales and marketing management, and customer service and support.

From our perspective here in MicroAccounting Systems (MASI), this acquisition will be good news for you and for the future Navision customers around the United States and the world. In fact, we think the news is nothing but good for you, for us as a Navision reseller, for Navision, and for Microsoft. It promises to bring new opportunities for all of us, both in new applications and in new technology that will improve business productivity and profits.

We are very excited to be participants in this event, and we are looking forward to the positive changes we expect will come from this acquisition. □

## Microsoft Navision Version 3.6

The 3.6 release of Navision, which has now been available for several months, is the most capable release of the software in its history. It now contains, in addition to all the accounting applications, very complete distribution functionality, manufacturing, warehouse management, relationship management (CRM), sales and purchasing management, bar code capability, including radio frequency methodologies and automated data collection, and a whole list of other applications. For example, EDI, packline scanning, shipping, credit card processing, call management, service management, and the list goes on and on.

If you would like to see a demonstration of Microsoft Navision, please call your MASI sales representative at 503-641-4200 in the Portland area or 425-885-4199 in the Seattle area. □

## Jet Reports

New for Navision is Jet Reports, an Excel-based report writer. This new product is so good it even makes Navision better. It is the report writer most Navision clients have been waiting for:

- ☑ It is easy to learn. Most Excel users can start using it immediately
- ☑ You can design reports up to ten times faster than with using Navision alone
- ☑ Quickly create reports in virtually any format
- ☑ Retrieve any field from any table in Navision (based on your security), including custom tables and even fields that have just been defined
- ☑ Direct, real-time, integration to Navision
- ☑ Format reports using all Microsoft Excel features, including graphs
- ☑ And best of all, click on a cell in Excel and drill-down to Navision to see the details that make up the number!

Suzanne Bell, Controller of Plywood Tropics USA, had this to say about Jet Reports, "Yesterday I wrote a Jet Report that will show us orders placed each month in pieces, crates, and cubic meters by vendor. Previously, a coworker spent hours each month converting pieces to cubic meters and typing onto an Excel spreadsheet. Now all she has to do is input the date span she wants the information for and the report is done! Jet Reports are an awesome feature of Navision!"

If you haven't seen Jet Reports or if you would like to see it again, give your MASI sales representative a call for a demonstration. It will knock your socks off! □

*Call a MASI sales representative for more product information:  
Seattle 425-885-4199  
Portland 503-641-4200*



*Joe Taylor, President of MASI*

## Thank You for 20 Years!

*by Joe Taylor*

This year we are celebrating our 20<sup>th</sup> year in business. Back in 1983 I had no doubt that we would survive 20 years, but I was much younger and inexperienced. I had no idea that it might be difficult to survive. Over the years we had some ups and downs, but these past three years have been a struggle an entrepreneur could not have foreseen. Still here we are, going strong, servicing our clients with a broad array of products and services for their data processing (information technology) systems.

Just as notable, we are still serving some of the same clients from 20 years ago, and some of them are still running the very same version of AddonSoftware they bought back then! There are two amazing points to that story—one is that they are still getting support on software that is 20 years old, and the other is that we are still around to service that software. Both are a

tribute to persistence and loyalty—loyalty both ways—from us to our clients, and from our clients to us. The results of that two-way loyalty are that we were able to survive with the help of our clients, and they got a very cost-effective, long-lasting computer system. It has truly been a win-win situation.

Speaking of supporting old versions of the software, it has been and remains our policy to support whatever version of either Navision or Addon the client purchased. We might encourage a client to upgrade, but we will always support an older release. This policy not only saves our customers a lot of money, but also a lot of anxiety. And it provides a valuable service for us to offer. Most of our clients, both Navision and Addon, are using versions that are not the most current. And some are using very old versions, which is completely acceptable to us.

We are still doing virtually exactly what we have always done. I describe MASI as a “shared data-processing department.” By sharing the cost among many companies, our clients are able to afford to have available, with a single telephone call, a wide array of skills and experience, from hardware and networking expertise to software design and development, to accounting knowledge, to business process expertise. And all of this expertise is focused only on companies that use either Navision or AddonSoftware. Since that’s all we do, we have learned to do it very well.

Thank you to all of our clients for keeping us in business for 20 years. Let’s do it for another 20 years! We certainly look forward to it. □

*MASI is a “shared  
data-processing  
department.”*



*Rosa Huipe folds coveralls at Overall Laundry Services in Everett, Washington.*



Suite C  
 15050 SW Koll Parkway  
 Beaverton, OR 97006

*Address Service Requested*

Belleveue, Washington 425-885-4199

Beaverton, Oregon 503-641-4200



*Caroline Howlett removes towels from the folding machine while Terry Fox inspects a towel at Overall Laundry Services, Inc.*  
 See story on page 1.

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