

MASI

A quarterly newsletter from MicroAccounting Systems, Inc.
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*Janet Stebbins
and
Ed Hiersche
of Naknek
Barge Lines
in front of
the barge
"Koyukuk"
in Seattle.*

Naknek Barge Lines Controls Costs with Navision

Naknek Barge Lines L.L.C. of Seattle, Washington leases barges, tugs, and landing crafts to freight operators such as Northland Services, Inc. With over 30 vessels in its equipment pool, Naknek also handles the repair and maintenance of vessels and facilities in Seattle and Alaska. Naknek's sister company Northland Services Marine Transportation manages all the freight which consists of building and construction materials, heavy equipment and vehicles, grocery items, and fishing supplies on routes to Alaska and Hawaii.

Naknek is progressive, adept, and efficient with the operation of vessels, and the company needed software to match. After narrowing the search and selecting Navision, Naknek was quick to implement it. They received approval for funding in October and went live with day-to-day operations on January 5.

"After our experience with Great Plains, it was a criteria that our new software have a

local office we could call for support," said Janet Stebbins, Controller of Naknek. "All the personnel at MASI have been great to work with. I really appreciate having someone to call. With Great Plains when I did reach a person, I was told 'that's how the software is and it can't be changed.' With Navision, I compile my questions and then call MASI.

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AddonSoftware Version 7 Upgrade

Skutt Ceramic Products, Inc. in Portland, Oregon recently upgraded to AddonSoftware Version 7 to take advantage of its new features.

"The conversion went smoothly and was relatively a non-event in our company," reported Jim Skutt, President of Skutt

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(Naknek Barge...continued from front page)

It's either a training issue or they change the software for me, and I don't hear 'that's how it is!'

"We chose Navision because it's Excel-based and user-friendly. Our Field Superintendents are not accounting people and data entry needed to be easy. A job cost module was also essential to track maintenance and repair of vessels along with voyage costs," Janet explained.

All Naknek employees have found Navision easy to use. Ed Hiersche, General Manager of Naknek, explained that the Purchasing Agents enter purchase orders directly into the system at the time of purchase. "They picked it right up, no lead time. Our philosophy is that data should only be touched one time." The Captains of the vessels enter purchase orders into Excel which are emailed to the corporate office and downloaded into Navision. Prior to this, it was unclear what they had purchased on voyages.

"Navision is flexible," Ed continued. "If a customer calls and wants to know how much money is into a job, we can find that out immediately. The information is accessible and we can find one segment of the project such as pipefitting or the whole vessel repair charge to date. With Great Plains we needed to be 30 days into the project to come up with a figure."

Janet set up each budget item as an account number in Navision; for instance one budget item equals mooring lines. "Now we know how much we spend per vessel on mooring lines," explained Janet. "In the past with Great Plains, we had to guess at our budget and that was a major drawback. Now with Navision we can budget accurately for next year. Each vessel has over 20 categories and as an example, if a vessel is \$100,000 over budget, I can figure out where the money went. Also, I can find discrepancies in moments versus the couple days it took with Great Plains."

"The cost of Navision software will pay for itself in a year," said Ed. He has found the reports in Navision extremely useful. "It gives me better access to the numbers without messing up accounting. I can run reports without affecting the general ledger and change numbers to analyze different scenarios. Only

the accountants knew what the numbers were with our previous system. Now we have weekly company meetings to discuss budgets. It has taken accounting from historical operations to everyday operations. The system has improved communication between departments and we work much closer together now."



Tim Kinkopf, Marine Operations Manager, of Naknek Barge Lines.

The payroll for Naknek's 70 employees is processed in-house. Navision tracks their payroll hourly, daily, and a combination of the two depending on the employee's position. All figures are in the system for tax reporting. While Naknek didn't purchase the full Navision HR package, the payroll module still came with enough features to allow them to track training, sailors' licenses, and eligibility for benefits. Prior to Navision, they tracked all this in numerous Excel spreadsheets which was very time consuming.

"Navision is also saving me two days with month-end closing," reported Janet. "Repetitive processes are now just a push of a button. For example, labor burden allocation which is how much time a person spends on a job is calculated automatically. When we used Great Plains, I needed a separate Excel worksheet to calculate this."

"We're a relatively small company, but we can grow rapidly as our fleet expands. We can double, triple, and even quadruple our transactions and it wouldn't affect the system," said Ed.

"Navision is a great program for anything you can imagine," added Janet.

Ed concluded, "We have zero buyer's remorse. MASI and the software have lived up to everything!" □

"Navision is saving me two days with month-end closing," reported Janet Stebbins, Controller of Naknek Barge Lines.

(AddOnSoftware...continued from front page)

Ceramic Products. “The software seems solid and any issues we’ve had have been taken care of immediately by MASI. We knew we could go ahead with this upgrade because MASI has always provided an outstanding level of service. All of the support personnel are very knowledgeable and responsive, and that’s why it was an easy sell. We knew we wouldn’t get hung out to dry!”

Jim is really looking forward to the increased data accessibility with Jet Reports®, the Excel-based report writer, and high quality laser output with UnForm®, the document enhancement software that produces laser forms and PDF documents. “Being able to add our company logo and tidy up reports should result in lower pre-printed form costs,” explained Jim. “The graphical user interface of Version 7 also offers a kinder environment for non-data entry users.” The data entry personnel will continue to use the character user interface since the two interfaces access the same database.

“The new system seems to run about the same speed as the old one, so it didn’t cost resources,” said Jim. That’s a plus with so many features gained including the ability to automatically output sales analysis reports directly into Microsoft Excel®, outputting daily general ledger audit trail reports to Adobe® PDF instead of paper, and the ability to automatically send customer invoices by fax instead of mailing paper invoices.

In 1953, “Skutt & Sons” manufactured the industry’s first multi-sided hobby kiln. The introduction of this new lightweight design revolutionized, not just the ceramic kiln business, but also the whole ceramic industry by bringing ceramics to the home. Skutt Ceramic Products makes ceramic and glass kilns for hobbyists, schools, potters, professional artists, and specialty tile manufacturers. Visit www.skutt.com for more product information and www.addonsoftware.com for more details about Version 7. □

Client News

Baden Sports, Inc. based in Federal Way, Washington has been a MASI client for over 20 years. This athletic ball manufacturer is renowned throughout the sporting goods industry for providing superior quality products. Baden Sports is migrating to Navision to support its entire enterprise which supplies balls to retail stores, teams, and schools worldwide.

Key elements in selecting Navision include tracking scheduling through the production facility, handling a large volume of EDI traffic, and providing custom labels for shipping, as well as the modernized look of the software.

Rose City Moving & Storage recently opened a new division, Rose City Office Furnishings, to meet the needs of existing and new customers. Available new and refurbished furniture includes panel systems, workstations, bookcases, filing cabinets, chairs, and more. Refurbished workstations are available with your choice of fabric, laminate, and paint color. For more information, contact a sales representative at Rose City Office Furnishings, 503-285-8100. □

“We knew we could go ahead with this upgrade because MASI has always provided an outstanding level of service,” said Jim Skutt, President of Skutt Ceramic Products.

New Employee

Victor Diercksen has joined the Bellevue MASI office as an Implementer. He is well qualified for this role as a member of the Project Management Institute and a certified Project Management Professional with eight years of experience. As a Project Manager, he consulted with client firms on business process reengineering to improve profitability. He was a Senior Consultant responsible for all aspects of managing client accounting, ERP, and HR implementations. Victor also has a strong knowledge of report writers. He was the Head of Seagate Crystal Reports Group at a local company where he developed introductory and advanced report writer classes. He is currently helping Navision and AddonSoftware clients with Jet Reports® and conducting training classes. Welcome Victor! □

Software company's longterm view proves key to its survival

MicroAccounting Systems celebrates 20 years in a business that is littered with burst bubbles

By MIKEL KELLY
Of the Times

Vickie Reynolds, customer service manager for Durametal in Tualatin, is holding a stack of papers that looks like a couple of Portland phone books stuck together. This, she says, is an example of the budget report she used to have to generate twice a year.

Then she had to make many, many copies of that stack and send one to every salesperson in the company.

"It's at least two weeks of solid data every time," she said. "We had to copy them and FedEx them to every single salesperson in the world. And that's — *what?* — a monthlong process, I would say."

Enter Joe Taylor, president of MicroAccounting Systems Inc., a Beaverton software sales and service company that just turned 20 this spring.

MASI devised a program that keeps a running count on sales, on inventory numbers, on each salesperson's performance and it's accessed by anyone who needs to see it whenever they need to.

"So, instead of printing out all this paper and tearing it apart and mailing it, it's done in Excel so it's e-mailed to every salesman," said Taylor.

The fact that MASI is still going strong at 20 is no small feat in an industry where there are more victims than survivors.

What's the secret to their success? From its beginning, the company at 15050 S.W. Koll Parkway, Suite C, in Beaverton has bucked conventional industry wisdom that says software customization and hands-on customer service is a money-loser; high volume sales of off-the-shelf products are the way to go.

Instead, MASI has focused upon becoming experts in just



MIKEL KELLY/The Times

Joe Taylor, president of MicroAccounting Systems, looks over the shoulder of Durametal's Vickie Reynolds as she calls up a copy of the report his company devised to eliminate paperwork.

two brands of software.

Unlike most of its competitors, MASI customizes the software to meet the specific needs of each company it works with — and then backs that up with customer support available 24 hours a day, seven days a week.

Customers not only can talk with a real person, but they also can talk with a person who knows and understands their unique situation.

And they can call the same number they have been calling for the past 20 years.

"Some of the vendors sell you the product, get you up and running and leave," said Taylor. "And I like to say, 'we sell you the product, get you up and running and stay.'"

"I was a CPA," said Taylor, explaining how he came to start the business two decades ago. He'd worked with other big companies, and the pattern was, he'd help them select software to run their businesses, set it all up — and then leave.

"I really didn't like to leave," said Taylor. "The fun part was just beginning."

So, he decided to become a vendor himself — starting the

company, in fact, in his home.

MASI's labor-intensive approach has been the key to building lasting business partnerships, and hence its longevity.

Today the company has 19 employees, a second office in Bellevue, Wash., and annual revenue of more than \$2.7 million. It serves more than 150 clients in 25 states, primarily in manufacturing, wholesale distribution and software development.

The key to MASI's success, according to Taylor, is the fact that they listen to the customer.

Elsewhere in the business, he said, the emphasis is on sales volume more than follow-up service.

But MASI's approach, he said, is to "give the customer what it wants."

"It's really a trade-off between the flash-in-the-pan or the jack rabbit approach," said Taylor. "We've sold the same software package for 20 years."

"We don't push heavy sales volume; we push long-term relationships with our customers," Taylor added.

"I wish we had this kind of support from all of our vendors," said Vickie Reynolds. "We're very, very spoiled."

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Joe Taylor, President of MASI

AddonSoftware Version 7

by Joe Taylor

Much of the excitement around here right now is with the new Version 7 of AddonSoftware. It has a very clean, modern new graphical look, it still has all the deep features that have characterized AddonSoftware in the past, but there are a few features that really are something to crow about.

First, the outputs have been improved dramatically. In the history of AddonSoftware, the most consistent complaint has been that it is difficult to get data out of the system in a usable form. Well, that problem has been solved with Version 7.

All reports can be output directly to Adobe® PDF rather than to paper. Consider the paper savings and storage savings of just the major audit reports—the sales registers and the daily detail registers—printed to PDF instead of paper and stored in a directory on a PC rather than in file cabinets. It wouldn't take long to free up your storage rooms for office expansion space! And consider the time savings finding something by using the Adobe search capabilities rather than thumbing through all that paper! Then once a year, put the files on a CD and put it in your safe. No more storage rooms full of printouts!

Reports can also be sent by fax or email, or output in HTML format. When documents like invoices and purchase orders are emailed or faxed, they are first formatted so they come out looking very professional.

Sales analysis reports and financial statements can be automatically sent to Microsoft Excel®. No more printing out the reports and then keying the data into Excel.

Jet Reports®, which is an Excel-based report writer, enables reports to be created directly in Excel from any AddonSoftware data files. Once a report is designed, it may be run again and again with fresh data. And of course, since it's in Excel, charts and graphs can be included, and the report can be distributed as easily as an Excel worksheet. And we still support General Report Writer, which can also automatically send output to Excel.

So how's that for improving access to your data? There are even more options that I didn't mention here—just ask!

For more information, call your MASI representative and/or go to the new AddonSoftware web site www.addonsoftware.com and check it out. You can see screens, brochures, and even demo movies showing the programs working.

AddonSoftware is the lean, customizable, and affordable software system that gives you more Freedom to Grow™. □

*“With Version 7, no more storage rooms full of printouts!”
said Joe Taylor,
President of MASI.*

itec Technology Solutions for Business

Come see MASI at the Seattle ITEC Show on June 8 & 9 at the Washington State Convention & Trade Center. We're in booth 807, and we'll be exhibiting Navision and AddonSoftware. This year's show is huge and promises to be exciting! □



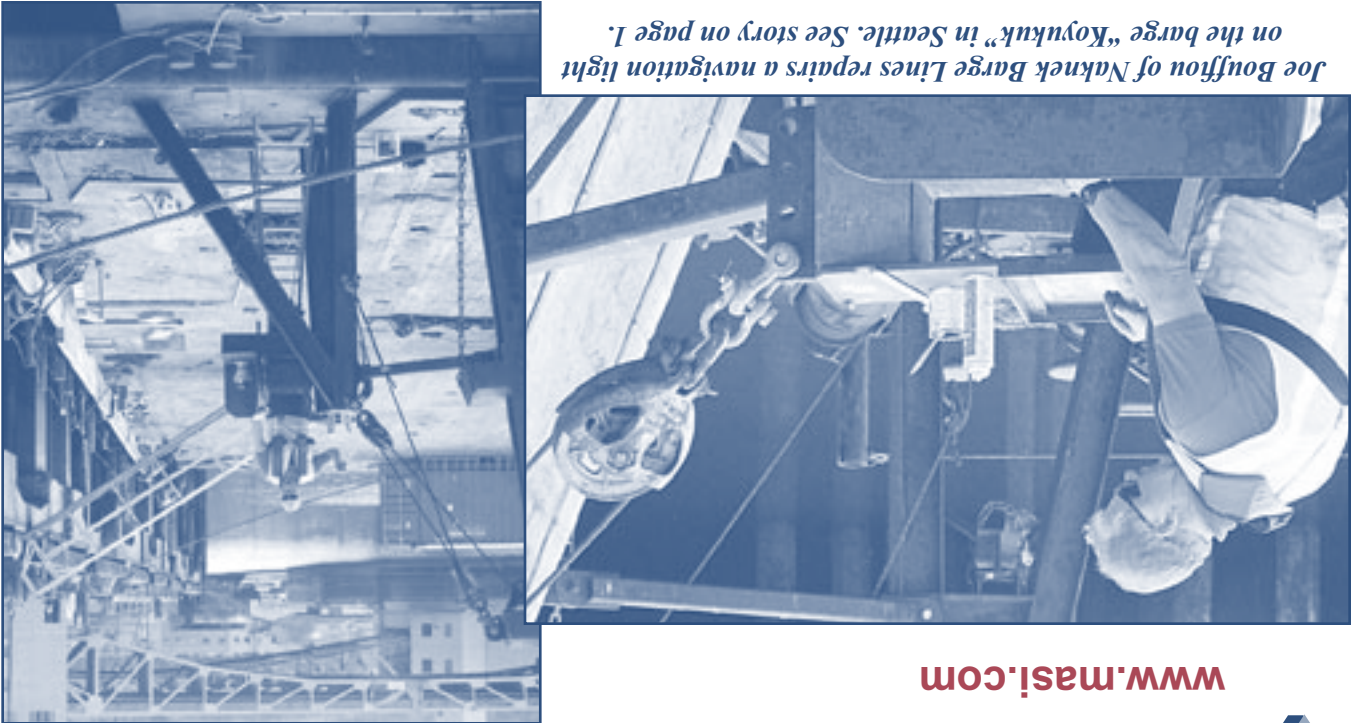
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 15050 SW Koll Parkway
 Beaverton, OR 97006

Address Service Requested

Beaverton, Oregon 503-641-4200

Bellevue, Washington 425-885-4199

Joe Bouffon of Naknek Barge Lines repairs a navigation light on the barge "Koyukuk" in Seattle. See story on page 1.



www.masi.com



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