

Accounting Software and Way Beyond

Martin and Associates Provides the *Right* Business Software Solutions for Mid-Market Companies

Even mid-market companies need state-of-the-art accounting and management information systems if they're doing business with giants. Moreover, they require software that can be modified in step with customers' changing expectations.

Case in point: Changing Paradigms, LLC, a Midwestern manufacturer of household cleaning and air-freshening products with annual sales of around \$30 million.

"Wal-Mart, Kroger and other large, important retailers don't care whether you're a million dollar company or a \$500 million company. They expect you to do business the way they need it to be done," explains Ellen Richardson of Changing Paradigms, LLC.

The Problem

Eight years ago, Changing Paradigms, LLC was finding it increasingly difficult to keep up with customers' ever evolving technical demands. New bar-coding, shipping, EDI (electronic data interchange) and other requirements were taxing its dated accounting and inventory system.

The Solution

Changing Paradigms, LLC turned to Martin and Associates, a Cincinnati-based accounting and information technology consulting firm whose specialty is providing business software solutions to small and medium-sized companies.

After an extensive evaluation of Changing Paradigms, LLC's needs, Martin and Associates installed and implemented:

- An accounting and inventory system that uses bar coding and scanning technologies to track inventory shipments, movements and production;



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- A forecasting and production system that utilizes customer purchase forecasts, current inventory levels and on-order numbers to produce purchasing and production suggestions; and
- An integrated EDI system that automatically receives and processes customers' electronic orders, and sends invoices and shipment notifications electronically as soon as an order has been shipped.

Martin and Associates' Director Jeff Rose manages these types of projects beyond completion by contacting Changing Paradigms, LLC weekly to make sure its needs are being met.

"Martin and Associates resolved our problem," says Richardson. "And, as a licensed developer for our software, they can update our system in accordance with our unique needs. We appreciate the flexibility we enjoy with them."

Wide-ranging Expertise

Martin and Associates is widely recognized for its ability to go beyond simply installing and implementing standard financial software modules.

With a talented staff that includes CPAs and consultants certified by Microsoft and Best Software, Martin and Associates provides a wide range of services including:

- System needs analysis
- Software installation and implementation
- Software design and development
- e-Commerce solutions
- Web management and ISP services
- Nationally recognized for excellence in classroom training — named "Authorized Training Center of the year 2002" by Best Software

Addition of software extensions for such purposes as customer relationship management, MRP manufacturing, warehouse management, project accounting, EDI and bar coding are all in a day's work.

"We are developers for the software products we represent," says Rick Wilson, partner. "This enables us to modify them as needed, and to provide better support and integration."

"We're client-satisfaction driven, not sales driven," stresses Kevin Martin, partner. "We care about building long-term relationships with clients, so we work hard to make sure they purchase exactly what they need. Exceptional customer service is a cornerstone of our mission."