



MAS 200

CUSTOMER Nielsen-Kellerman

www.nkhome.com

CORPORATE PROFILE

Headquarters

Boothwyn, PA

Type of Business

Designer, manufacturer and distributor of waterproof electronic instruments.

SYSTEM PROFILE

Computer System

- Microsoft Windows 2000

MAS 90 Modules

- Accounts Payable
- Accounts Receivable
- General Ledger
- Sales Order
- Purchase Order
- Bill of Materials
- Inventory Management
- Bank Reconciliation
- Crystal Reports
- Visual Integrator
- Credit Card Processing

Nielsen-Kellerman Brings Home The Gold With MAS 200

The 2004 Olympic Gold Medal winning rowing team at the 2004 Olympic Games relies on timing instruments and amplifier systems from Nielsen-Kellerman. The company can't take all the credit, however, since the Silver Medal team also used its instruments, as did the Bronze. In fact, every single boat competing in the Olympic Games used precision crafted instrumentation from Nielsen-Kellerman. For 25 years, this Pennsylvania manufacturer has been designing and manufacturing electronic rowing equipment for professional and club rowers, and waterproof wind and weather meters used by outdoor enthusiasts worldwide.



form. Furthermore, the software was not Y2K compliant, and had to be replaced in advance of the new millennium.

Stroke!

The management team performed a broad survey of the available software packages. Contenders were dismissed due to a focus on the order entry component of the business, without support for the manufacturing side, or conversely, for having a heavy manufacturing focus but lacking on the customer service side. Only one competitor stood out from the crowd: MAS 200 offered a both comprehensive manufacturing and distribution suites, with strong features to support each aspect of NK's business. The Custom Office module held special appeal, as it would allow NK to perform custom-

Shifting Winds

Nielsen-Kellerman (NK) is staffed by a team of highly innovative, creative folks. One of the owners even developed the accounting and manufacturing control software used by the company for years. The software met all the company's needs while it grew from humble beginnings into a million dollar company. However, it was stretched by sales volume as a result of adding a new product line. The highly customized system relied on the owner's constant coaching to per-

CHALLENGE

Replace proprietary, non-Y2K compliant system.
Find technically savvy business partner with manufacturing expertise.

SOLUTION

MAS 200 Distribution and Manufacturing Suites, Core Financials and Custom Office, all expertly implemented by Keystone Software Solutions.

RESULTS

Flexible, customizable manufacturing and distribution solution.
Trusted business partner capable of high-level support and service.

“Every manufacturer operates a bit differently. With MAS 200’s flexibility, we’ve been able to structure a manufacturing solution that suits our needs.”

Alix Kocher
Director of Sales and Marketing
Nielsen-Kellerman

izations to the software without access to the source code or need for programming staff. Helping to seal the deal, NK’s accounting firm strongly endorsed MAS 200 for its excellent core accounting and financial reporting capabilities. Keystone Software Solutions of West Reading, PA sold and implemented MAS 200 for NK. “We knew right away that we wanted to work with Keystone,” recalls Alix Kocher, director of sales and marketing for NK. The conversion to MAS 200 was completed on time, and without incident, “Keystone got us up and running quickly.”

Award Winning Distribution

NK’s business is split between the chiefly retail and mail order rowing equipment product line, and the predominantly wholesale wind and weather meter line. MAS 200 excels at both distribution methods. The Credit Card Processing module makes quick work of authorizing the Web and telephone orders. Master and Repeating Orders help to schedule the shipment of large wholesale orders to NK’s distributors worldwide.

MAS 200 supports the innovation and creativity NK thrives on. After comprehensive training from Keystone, NK has used the Custom Office module to add user defined fields to data screens, relabel existing fields, and set up scripts to dynamically transfer MAS 200 data to Excel for further analysis.

A ‘source code’ field, added to order entry, allows NK to perform detailed analy-

sis on which advertising campaigns yield the best results. Management now knows precisely where their business is coming from and makes strategic marketing decisions as a result.

Tactical Manufacturing

The MAS 200 inventory and manufacturing modules allow NK to keep inventory overhead low, while ensuring an adequate supply of its popular products. Shop floor workers enter the production orders real time, ensuring that inventory supplies and costs are constantly up to date. “Every manufacturer operates a bit differently,” says Kocher, “With MAS 200’s flexibility, we’ve been able to structure a manufacturing solution that suits our needs.”

Teamwork Is Everything

Twenty users access MAS 200 every day, performing the tasks that keep NK well afloat. “MAS 200 is an integral part of our business—we couldn’t run without it” says Kocher. “It manages every aspect, from manufacturing, to purchasing, to collection, to financial reporting.”

Keystone Software Solutions provides Nielsen-Kellerman with high-level support to keep the system performing in winning style. Keystone provides the support and expertise to mold the software to conform to NK’s business model. “We really appreciate the feeling of teamwork we get from Keystone. They are responsive to our needs, always respectful, and fully capable of supporting our installation.”



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