



MAS 90

CUSTOMER

Industrial Plywood, Inc.

www.industrialplywood.com

CORPORATE PROFILE

Headquarters

Reading, PA

Type of Business

Specialty Hardwood Distributor,
Wholesale & Retail

SYSTEM PROFILE

Computer System

Microsoft Windows

MAS 90 Modules

Library Master
General Ledger
Bank Reconciliation
Accounts Payable
Accounts Receivable
Inventory Management
Sales Order
Purchase Order

MAS 90 Software A Firm Foundation

For Industrial Plywood

For over 50 years Industrial Plywood, a Reading, PA based company, has been providing high-end specialty plywood, veneers, and supplies to the state's cabinetmakers, woodworkers, and custom builders. Rare and hard-to-find products are its strength, and have allowed the company to succeed in an industry dominated by national players. Known for friendly, efficient, and personalized service, Industrial Plywood has grown from a small storefront to two locations with its own fleet of delivery trucks.



First, Last, And Best Choice

MAS 90® software, a Best Software® product, is the only computerized accounting system Industrial Plywood has ever owned. Back in the early 1990's, owner Andy Wernick converted the company from a manual system to MAS 90 and has never looked back. He recalls reviewing three or four systems back then, but once he saw the MAS 90 demonstration he knew it was the right fit for his company. "Many of our employees had not used a computer before," he recalls, "MAS 90 software was, and is, intuitive and very easy to learn."

Initially purchased from another

reseller, Wernick began looking for a different firm when it was time for a major product upgrade, citing a fall-off in service. When he met the consultants from **Keystone Software Solutions**, he hired them on the spot. "Keystone doesn't look at us as just another account; I can tell they are concerned with our success. They smother us in service—it's fabulous."

Building A Strong Business

After nearly 15 years of depending on MAS 90, Wernick says he'd choose it all over again. MAS 90 software handles all aspects of the company's operations, from sales, to purchasing, to inventory control, to financial reporting. "I'm able to have a full set of financials within two days of closing the month," says Wernick. "And

CHALLENGE

Find an automated accounting solution, both powerful and easy-to-use.

SOLUTION

MAS 90 Distribution Solution
Keystone Software Solutions

RESULTS

An extremely stable, powerful, and adaptable accounting solution. A responsive business partner with expertise in both business software and network services.

"Keystone's consistently high level of service is impressive. You don't see a commitment like that on a company's price list, it's not something tangible, but once you've got it, nothing less will do."

they're good enough to present to our bank, any day of the year." Wernick appreciates the ease at which MAS 90 handles reversing entries and automatic accruals.

MAS 90 supports the way Industrial Plywood does business. The staff uses customer memos to record delivery instructions and other customer preferences. During order entry, those memos automatically pop up to remind the staff. If a customer has exceeded their credit limit, or missed a payment, MAS 90 automatically warns the operator. "We use these notices as opportunities to interact with our customers," says Wernick, "Our customers love the service we deliver."

Using the informative reports and automatic reorder features within the Inventory and Purchase Order modules, Industrial Plywood keeps an excellent handle on stock, and is known among its customers for always having the products they need. Using sales analysis reports sorted by warehouse, staff gains a complete picture of which items are selling at which locations and can perform inventory transfers to ensure each location is well stocked. Quick inventory inquiry screens allow representatives to answer customer pricing and availability questions. New inventory items can be entered on-the-fly during order entry, speeding the handling of special orders.

Order processing is highly efficient, with virtually no back orders. With up-to-the-minute stock availability during order

entry, the ability to view stock at its second warehouse, and instant access to alternate products, sales representatives are able to satisfy the vast majority of orders in a single phone call. In the rare case when sufficient stock is unavailable, sales representatives are able to drill around to the purchase order to see an expected delivery date and inform the customer, without ever leaving the sales order.

Business Cornerstones

Both MAS 90 and Keystone have grown with Industrial Plywood over the years, with plenty of flexibility to adapt to changing business practices. Never has Wernick doubted the ability of MAS 90 or Keystone to keep his company's business operations functioning smoothly.

Wernick has heard horror stories from business colleagues about their computer systems, but says, "We've had none of that! We have had little downtime with our MAS 90 application—it just keeps performing." Wernick credits Keystone, who supports Industrial Plywood's network and hardware as well as its business software, for the system's stability, "If we keep winning, they keep getting the credit."

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