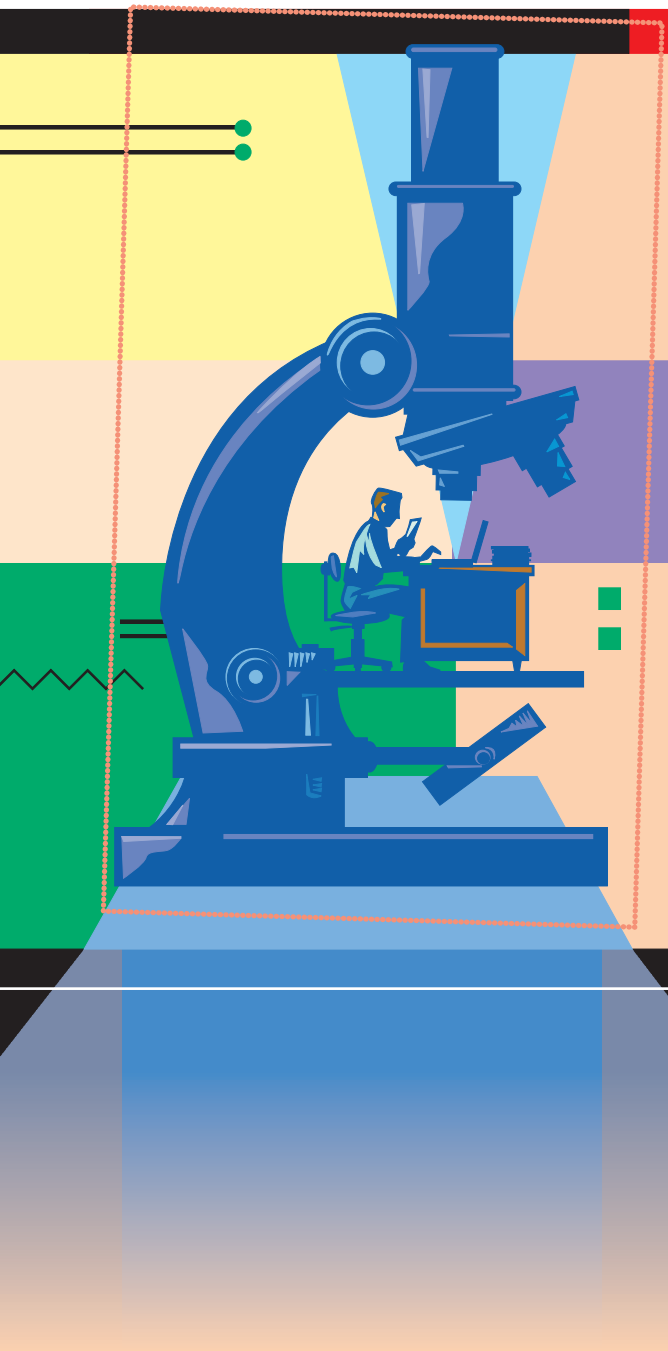


Rep Software Provider Profiles



On the following pages are profiles of just some of the service providers that feature software packages that are specifically designed for the needs of independent manufacturers' representatives.

In the four years since *Agency Sales* magazine last profiled rep software provider products and services, the needs of the marketplace have continued to change and become more demanding. A comparison between the information that follows and what the magazine published in its August 2002 issue will illustrate the extent of those changes.

MANA neither endorses nor recommends any software package, as we believe that the profile of your agency, issues specific to certain industries and a variety of other factors may influence your decision to purchase rep-specific software. As with any other major vendor decision, we recommend that you check the references of any firm before you purchase. Ask the vendor to provide you with the names and contact information of at least 10 rep firms that have purchased and are currently using their software. Then speak with at least half of these clients concerning their experience with the product, support and ongoing upgrades.

Becton Schantz, Inc.

3005 Breckinridge Blvd., Ste. 200, Duluth, GA 30096

Phone: (770) 806-4242; **Fax:** (770) 806-4243

E-mail: shull@bectonschantz.com

Web site: www.bectonschantz.com

Product name: GenWeb™

Customer service contact: Martha Rhodes

Years in business: 25

Employees in technical support: 20

References available

Available hardware platforms: ASP

Price range: Monthly cost per user starting at \$162

Services offered: Development, training, support, upgrades

Product description: GenWeb™ is a web-based application written for the CPG industry. Their fully integrated suite of products includes order processing, invoice/commission reconciliation and comprehensive reporting. Modules include EDI, objective planning, MDF, bids, bill backs, deductions, forms integration and much more. Efficient transition from legacy systems to the GenWeb™ platform is ensured with an experienced team of training, support and development professionals.

Organization summary: Becton Schantz was founded in 1984 and is one of the first companies to successfully implement web-based applications. Today, Becton Schantz is one of the largest application-service providers in the CPG industry. They have over 250 clients ranging from large national and regional companies to small independents. Becton Schantz actively works with clients to develop new solutions and reduce administrative costs. Their web-based model offers low start-up costs and significant reductions in hardware investment.

CELLARSTONE, Inc.

60 E. Third Ave., Ste. 250, San Mateo, CA 94401

Phone: (650) 286-1719; **Fax:** (650) 357-8533

E-mail: qc_sales@cellarstone.com

Web site: www.qcommission.com

Product name: QCommission

Customer service contact: Gopi Mattel

Years in business: 5

Employees in technical support: 10

References available

Price range: \$4,000–\$50,000

Services offered: Commission solutions

Product description: QCommission is a powerful, flexible sales commission software. It calculates your salespeople's compensation accurately and reduces errors. It integrates with Quickbooks, Excel and other systems. QCommission accommodates payees, products, customers, plans, quotas, etc. in the system. Clear commission statements can be e-mailed directly to the reps.

Organization summary: CELLARSTONE is in the business of providing commission solutions and services to their customers. They also undertake integration projects and custom development.

DDi System

75 Glen Rd., Ste. 204, Sandy Hook, CT 06482

Phone: (203) 364-1200; **Fax:** (203) 364-1400

E-mail: barbara@ddisys.com

Web site: www.ddisys.com

Product name: DDi System

Customer service contact: Barbara Jagoe

Years in business: 11

Employees in technical support: 8

References available

Available hardware platforms: Windows
Services offered: Distribution software for stocking manufacturers' representatives
Product description: DDi System delivers high-quality, easy-to-use distribution management software designed specifically for PHCP distributors and stocking manufacturers' reps. DDi System will dramatically improve your business with its robust inventory management, one-screen customer service features, complete accounting and business analysis tools, plus warehouse logistics, sales force automation and other industry-specific elements.
Organization summary: DDi System is a premier provider of distribution management software for hard goods, wholesalers, including plumbing-heating-cooling-piping, industrial, electrical, food equipment and janitorial-sanitary industries. The DDi System was initially developed based on a need for better business practices and innovative technology at a family-owned distribution business.

DistribuTrak
Order Management Systems, Inc.
1425 Market Blvd., Ste. 330-191, Roswell, GA 30076
Phone: (770) 993-1155; **Fax:** (770) 993-6699
E-mail: sales@distributrak.com
Web site: www.distributrak.com
Product name: Professional 5.0 for Small Business
Customer service contact: custservice@distributrak.com
Years in business: 5
Employees in technical support: 7
References available
Largest rep customer: 100+
Available hardware platforms: Web-based ASP platform
Price range: \$49.99–79.99 monthly usage
Services offered: Comprehensive business operations platform
Product description: A fully-integrated order management solution available 24/7 from any PC with Internet access. Manages all aspects of a business's operations including order fulfillment, CRM, B2B and B2C shopping carts, accounting, purchase orders and inventory controls.
Organization summary: DistribuTrak is based in Atlanta, Georgia, with a regional IT office in the Washington, D.C. area. With less than 50 employees, DistribuTrak is small enough to

maintain the "personal touch" with their clients yet large enough to handle the largest accounts. DistribuTrak has been independently rated as the number-one online order management solution. DistribuTrak is a member in good standing of the Better Business Bureau.

Empowering Systems, Inc.
30 Turnpike Rd., Ste. 6, Southborough, MA 01772
Phone: (888) 297-2750; **Fax:** (508) 281-7981
E-mail: sales@empoweringsystems.com
Web site: www.empoweringsystems.com
Product name: AccountManager
Customer service contact: Carroll Boysen
Years in business: 12
Employees in technical support: 4+
References available
Largest rep customer: 75
Available hardware platforms: Hosted or Windows server
Price range: Starting at \$60 per month or \$600 per user
Services offered: Installation, training, support
Product description: AccountManager is a dynamic (CRM) customer relationship management solution that provides the business tools you need to manage contacts, accounts, quotes, samples, sales opportunities and more. SalesAnalysis is a sales management solution that eases the challenge of data entry with automated data imports and powerful sales reporting.
Organization summary: Empowering Systems, Inc., founded in 1994, helps manufacturers and representatives better serve the needs of their customers. They help their clients grow, contain costs and overcome difficult business problems by automating sales processes using the most advanced industry-specialized software available: AccountManager.

EVA WorldWide
34145 Pacific Coast Hwy., #212, Dana Point, CA 92629
Phone: (949) 661-4177; **Fax:** (949) 661-4198
E-mail: erict@evaworldwide.com
Web site: www.evaworldwide.com
Product name: E. V. A.
Customer service contact: Eric Tippetts
Years in business: 13

Employees in technical support: 30

References available

Largest rep customer: 300

Available hardware platforms: Web access and cell phone

Price range: \$69–\$199

Services offered: Sales automation system via web and voice input feature with reporting that you cannot find in any other system, i.e., line analysis ROI tool.

Product description: EVA is a sales automation tool that is specifically designed with manufacturers' representatives in mind. EVA is all about being simple, with a feature that allows the sales reps to enter information into the system via their cell phone as they are running from meeting to meeting — no more struggling with data entry. Management can produce immediate reports with a couple clicks of a mouse.

Organization summary: EVA began in 1994. They have a network of over 800 support staff that helps every one of their customers succeed. Just by dialing an 888# and talking, EVA can update your calendar, contacts, actions/tasks, thank-you e-mails, reports, expense reports, etc. There is nothing like EVA in the marketplace. That is why they were named "top 100 fastest growing companies" in 2003 and 2004.

EYOND, Inc.

5942 Bridle Path Lane, Farmington, NY 14425

Phone: (866) 795-8386; **Fax:** (866) 795-8386

E-mail: sales@EYOND.net

Web site: www.mrsware.com

Product name: MRSware (Misses-ware)

Customer service contact: Nancy Lavin, ext. 1

Years in business: 7

Employees in technical support: 3

References available

Largest rep customer: 48

Available hardware platforms: No extra hardware to buy, no software to buy, no licensing fees and no server needed.

Price range: Software price is \$55 per user, per month

Services offered: Software technical support, initial and ongoing training, upgrades and e-mail included.

Product description: Connect your agency's inside and outside sales staff with an integrated Customer

Relationship Management (CRM), Sales Force Automation (SFA), invoice tracking, commission reconciliation, reporting and data analysis solution — MRSware. You can access real-time information from anywhere via the Internet. Bring all functions, such as call reports, expense and lead tracking, sales and marketing campaigns and more, into one application. MRSware is a business software solution designed for the challenges facing today's professional manufacturers' representative.

Organization summary: EYOND, Inc. was founded in 1999 to develop software solutions for manufacturers and sales representatives. It was a natural segue to independent manufacturers' representatives who needed an integrated solution for sales and commission tracking, reporting and CRM. EYOND is pioneering a software-as-a-service model to the rep industry, as well as spearheading efforts to automate, through electronic data exchange, the manufacturer-representative relationship for increased productivity and profits.

EZRep

4040 E. McDowell Rd., Ste. 306, Phoenix, AZ 85008

Phone: (877) 288-4496; **Fax:** (602) 943-0490

E-mail: ron@ezrep.com

Web site: www.ezrep.com

Product name: EZRep

Customer service contact: Ron Groves

Years in business: 3

Employees in technical support: 2

References available

Available hardware platforms: Microsoft XP / 2000

Price range: \$99–\$259

Services offered: Customer support, technical support via toll-free phone and e-mail

Product description: EZRep has been created by an actual manufacturers' rep agency. EZRep provides a fast, flexible and reliable way of managing sales and commission data so you can quickly and easily analyze sales, track commissions and view trends. EZRep is the affordable and efficient

manufacturers' rep software program for tracking orders, sales and commissions and provides complete management and rep reports.

Organization summary: The EZRep staff comprises people that work in the manufacturers' rep

environment every day. EZRep was created by a rep agency and is used exclusively by that agency. Because they are reps, they are responsive to reps' comments and questions and have made periodic software updates to the program.

InDepthRep

2812 South Duff Ave., P.O. Box 1624, Ames, Iowa 50010

Phone: (515) 233-5136; **Fax:** (515) 232-4008

E-mail: info@indepthrep.com

Web site: www.indepthrep.com

Product name: InDepthRep

Customer service contact: Michael Goettsch

Years in business: 18

Employees in technical support: 5

References available

Largest rep customer: 50+

Available hardware platforms: Remote internet accessed

Price range: \$125 per month to \$2,000 per month

Services offered: Automated quotes, paperless office, contact management and sales analysis

Product description: IDR is a complete manufacturers' representative business operating system designed by an ex-manufacturers' representative. InDepthRep is an Internet accessed, full featured, automated quotation, contact management, paperless office and sales analysis program. No modules or upgrades to buy. You pay only for concurrent connections.

Organization summary: InDepthRep, first introduced in 1987, is now available to all representatives over the Internet. InDepthRep is managed by Michael Goettsch, who has had 10 years of experience in outside sales, inside sales and quotations as a manufacturers' representative. InDepthRep is owned by John Rademacher, who has 36 years of experience.

MACS Software

2033 Trade Center Way, #3, Naples, FL 34109

Phone: (800) 321-1788; **Fax:** (239) 566-2560

E-mail: sales@macsworld.com or sales@dynamacs.com

Web site: www.macsworld.com & www.dynamacs.com

Product name: dynaMACS

Customer service contact: April Slepian

Years in business: 36

Employees in technical support: 4

References available

Largest rep customer: 36

Available hardware platforms: Windows

Price range: \$395-\$10,000

Services offered: Telephone support, training, updates

Product description: dynaMACS is specifically designed for agencies that need to manage sales and commission data. Optional modules include commission reconciliation, eSi (automatic processing of commission statements), goal tracking and dynaMACS mobile for field sales reps. Currently it does not have order tracking and warehousing capabilities.

Organization summary: MACS Software has been developing software solutions exclusively for manufacturers' sales rep agencies since 1970. Located in beautiful Naples, Florida, the company has a client list that includes nearly 2,000 manufacturers' rep agencies nationwide.

PerTel Communications, Inc.

P.O. Box 4743, Mission Viejo, CA 92690

Phone: (949) 830-2092; **Fax:** (949) 916-5722

E-mail: sales@pirtel.com

Web site: www.quotelog.net

Product name: Quote Log Network

Customer service contact: Bill Perry

Years in business: 11

Employees in technical support: 1

References available

Largest rep customer: 25

Available hardware platforms: Windows server running .ASP code

Services offered: Hosted install or installation on your server

Product description: QuoteLog.net is a manufacturers' representative's tool that allows your field sales personnel to input new quotes and update the status on existing quotes. When each member of your sales team enters new data, your main office, salesperson and principals have immediate access to reports that are current. Use this tool to know what your current outstanding quoted business is, allow your principals to view

their own live data, monitor each salesperson's efforts and work remotely or from your main office.

Organization summary: Founded in 1995 by Bill Perry, PerTel has helped manufacturers' representatives put their line card on the Internet and to deal with the ever-changing Internet environment. The QuoteLog software came as a natural result of meeting reps' particular needs. From desktop support to individual programming demands, PerTel exists to enable reps to effectively deal with all their Internet challenges.

RPMS

11879 W. 112th St., Overland Park, KS 66210

Phone: (800) 776-7435; **Fax:** (800) 337-7056

E-mail: info@rpms.com

Web site: www.rpms.com

Product name: RPMS

Years in business: 30+

References available

Largest rep customer: 25+

Available hardware platforms: Windows 2000 / XP and above

Price range: \$1,000 and up

Product description: RPMS tracks orders, sales and commissions by customer, principal, sales rep, territory, product and more. Options include forecasting, direct mail with broadcast e-mail, A/R and inventory for stocking reps, and electronic data uploading. Now with built-in opportunity and activity tracking, systems can be single- or multi-user, peer-to-peer, LAN, WAN or client server.

SareanSoft, Inc.

1300 N. Pennsylvania St., Indianapolis, IN 46202

Phone: (317) 313-0228; **Fax:** (317) 921-8826

E-mail: steve@sareansoft.com

Web site: www.sareansoft.com

Product name: Sales Rep Analysis (SRA)

Customer service contact: Steve Goldenberg (software); Frank Parker (programming and hardware)

Years in business: 5½ years

Employees in technical support: 2

References available

Largest rep customer: 8

Available hardware platforms: Windows XP / 2000

Price range: \$1,595 for a program that is designed to operate as a stand-alone, peer-to-peer network, or full networking via a server

Services offered: Online training, telephone support and upgrades for one year

Product description: SRA was designed by a team of manufacturers' reps and software designers for their manufacturers' representatives. Color-coded screens with tab-to-field inputs and drop-down menus are easy to use. SRA provides the most comprehensive tracking of volume and profit analysis of your business. SRA's reports provide unparalleled filtering to pinpoint the source of your business and profit. Security levels are assigned by the principal to limit access to reports and financial information. SRA accommodates any sales compensation program.

WinRep Software

10500 Bren Rd. East, Minnetonka, MN 55343

Phone: (800) 490-0424; **Fax:** (952) 897-0425

E-mail: sales@winrep.com

Web site: www.winrep.com

Product name: WinRep WE

Customer service contact: Tim Smith

Years in business: 13

Employees in technical support: 8

References available

Largest rep customer: 33

Available hardware platforms: Internet Explorer

Price range: \$70 per user/month

Services offered: Contact management; product database; order/invoice/commission tracking; EDI services; integrated e-mail; supplier compliance; custom programming

Product description: Their integrated web-based business management solution makes it easy for you to keep on top of your business. Track sales activity, get detailed account information on demand, be more responsive and close more deals.

Organization summary: In 1993, the company introduced WinRep Software which pioneered the transition from DOS-based to Windows-based rep software. In 2002, they evolved the WinRep system to the web to offer more flexibility for the mobile workforce and to eliminate the expense and hassles of maintaining in-house systems. □

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