



Data Management Associates
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George Farnell joins Data Management Associates as VP of Business Development

Cincinnati, OH (April, 08) Data Management Associates, developer of the multi-channel catalog order management software MACH, has hired George Farnell as its Vice President of Business Development.

George's primary focus is leveraging DMA's extensive multi-channel catalog management experience to help clients improve internal business processes, lower costs and increase revenues. DMA was established almost 30 years ago and specializes in software and business processes for the multi-channel cataloger. DMA clients are located around the country and sell all types of products - including customized chocolates, sports equipment, vintage car parts, personalized gifts, food, pet supplies vitamins and more.

George has more than twenty years experience in IT and commercial software with particular expertise in e-business strategy & technologies, business process improvement, business intelligence, performance analytics and the impact of technology on strategy. Prior to joining Data Management Associates, he was Vice President of Strategic Planning & Business Development at NAFFO and Co-Founder and Chief Technology Officer at Skipjack Financial Services

The anchor product of Data Management Associates is MACH, one of the country's best catalog order management solutions available to the mid-sized multi-channel cataloger. The software utilizes a browser based GUI that is feature rich at an exceptional value. DMA offers completely integrated programs for Internet commerce, call center, warehouse management, marketing, promotion analysis and complete financials. The MACH system includes order entry, credit card processing, picking document generation, manifesting, inventory control, purchasing, receiving and putaway, sales analysis, RFM analysis and list management, accounts receivable, accounts payable, general ledger, financial reporting, ad hoc database reporting tools and Web connectivity. Server platforms include Windows NT, Linux, and AIX with PC or terminal clients.

DMA employees are proud to be known for solving the unique problems of their clients. They have provided business solutions for customers with multiple locations,



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multiple inventories, multiple corporations, and other special requirements like continuity and personalization.

Visit the DMA website www.machsoftware.com for the most up-to-date information on catalog management and e-Commerce solutions. Request the workbook [Choosing the Right Order Management Software Provider.](#)

A few of DMA's Clients:

Sporty's (www.sportys.com, Cincinnati)
Soccer Village (www.soccervillage.com, Cincinnati)
Carson Enterprises (www.wrappedhersheys.com, Cincinnati)
Jack's Aquarium and Pets (www.petsolutions.com, Dayton)
Gardens Alive (www.gardensalive.com, Indiana)
Creative Irish Gifts (www.shopirish.com, Ohio)
Dom's Outdoors (www.domsoutdoor.com, California)
Exclusively Weddings (www.exclusivelyweddings.com, North Carolina)
Jack Stack Barbecue (www.jackstackbbq.com, Missouri)
Emergency Essentials (www.beprepared.com, Utah)
California Mustang (www.cal-mustang.com, California)
Lady Grace (www.ladygrace.com, Massachusetts)
Hammer Nutrition (www.hammernutrition.com, Montana)
plus many others with 5-180 users; 100 to 25,000 orders per day.

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