



Data Management Associates
4000 Executive Park Drive S-101
Cincinnati, OH 45241
800-660-1275

Kim Woods Joins the Data Management Associates' Customer Support Team

Cincinnati, OH (November, 08) Data Management Associates, developer of the multi-channel catalog order management software MACH, has hired Kim Woods as a Customer Support Representative. Kim's primary focus is the day-to-day support of MACH Software clients. She also will be responsible for developing MACH Software documentation.

DMA, established almost 30 years ago, 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. Local MACH clients include: Midwest Sports, Organized Living, Gardens Alive, Soccer Village, Carson Enterprises, PetSolutions, Sporty's and Systecon.

Kim brings to DMA a knowledge of MACH Software from the client side, where she utilized the system in a previous position. Kim has almost 20 years experience in vendor relationship management and accounting.

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



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Visit the DMA website www.machsoftware.com for the most up-to-date information on catalog management and e-Commerce solutions.

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.

Contact:

Tisha Bruemmer
Data Management Associates, Inc.
Phone: 800-660-1275 ext. 208
Fax: 513 563-7301
E-Mail: tbruemmer@machsoftware.com