



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

M&S Fine Foods finds its best recipe in MACH's Order Management Software

Cincinnati, OH (June, 08) Cataloger and e-commerce retailer of gourmet specialty foods M & S Fine Foods, Inc. ("M & S") has implemented the end-to-end multi-channel software solution MACH Software to manage its order processing needs. MACH Software, developed by Data Management Associates Inc., was chosen after M & S completed extensive research into various software systems.

When M & S purchased its third catalog company (Impromptu Gourmet®), management realized the complexity of multiple ordering systems and the brands required a multi-channel expert which had a proven software package that could streamline the process. Since M & S offers in its catalogs and on its web sites a selection over 300 gourmet foods, (the vast majority of which are frozen) and multiple combinations including meal plans which allows the customers to design their own meals, M & S needed sophisticated software.

Each of the three brands receives orders 24/7 on the internet, by telephone, mail and fax. Since the implementation of the MACH Software, M & S has been able to manage its inventory, and speed the processing of customer orders through fulfillment. All orders received by 7:00 A.M. are usually shipped the same day based on the service chosen by the customer, either Rush, 2nd day, or Standard.

What M & S required was an order processing, inventory control and accounting software system that could simplify its complex business and one that could be expanded as M & S grew organically and through acquisitions. M & S management found DMA, a company that could solve not only its immediate challenges, but could meet those M & S would face in the future.

M & S's gourmet specialty foods are sold through its catalogs and its three web sites: www.finefoodnow.com, www.crabcakes.com, and www.ImpromptuGourmet.com, which were designed and developed by The White Room (www.thewhiteroom.com) and integrated with MACH Software's order processing.

About MACH and DMA

Data Management Associates' MACH is one of the country's best catalog order management solutions available to the mid-sized multi-channel cataloger. It utilizes Microsoft Windows browser based GUI that is feature rich at an exceptional value. DMA, established in 1979, specializes in software for the mail order catalog and direct marketing industry. 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, AIX Operating Systems 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 unusual environments 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)
M&S Fine Foods (www.finefoodnow.com, Virginia)
plus many others with 5-180 users; 100 to 25,000 orders per day.

Contact:

Larry A. Maher
Data Management Associates, Inc.
Phone: 800-660-1275
Fax: 513 563-7301
E-Mail: lmaher@dmasales.com

Data Management Associates, Inc.
Phone: 800-660-1275 ext. 202
E-Mail: gfarnell@machsoftware.com

George Farnell
VP Business Development

