



## **Shiffler Equipment Amplifies the Power of its MACH Order Management System by Adding MITS Reporting and Business Intelligence Tools**

**Cincinnati, OH (February, 09)** To realize its growth strategy, Shiffler Equipment Sales, Inc. has added MITS business intelligence tools to its existing MACH order management system. MACH Software is owned by Cincinnati based Data Management Associates.

As a small business with aggressive growth plans, Shiffler recently asked MACH to help them reveal sales trends and analyze their business utilizing the data captured by their fully integrated, MACH Order Management System.

“We need to move fast, and make quick decisions. But we don’t have the resources to make a lot of mistakes,” says Tracy Smearman, COO of Shiffler Equipment. “Relevant and accurate data, immediately available, is essential.”

MACH identified MITS as the solution. MITS provides “dashboard” analytics that companies need on a daily basis while giving decision makers the ability to combine data from different files in the MACH system into a single report for in-depth analysis.

“Combining MACH with MITS gives us easier access to extensive data and puts it into an environment optimized for reporting and analysis. Consequently, we are able to make critical business decisions faster,” says Smearman.

MACH recently announced a new reseller relationship with MITS aimed at delivering advanced reporting and business intelligence capabilities to their MACH Software clients.

The MITS family of solutions provides an interactive reporting and analysis experience for business users needing rapid access to information. By utilizing a web browser interface MITS Report and MITS Discover are able to put the power of reporting directly into the hands of business users. MITS solutions compliment DMA’s commitment to increasing productivity and aiding growth, specifically in terms of man hours saved, by minimizing or eliminating time spent by technical staff building, generating and modifying custom reports. In addition to decreased reporting turn around time, MITS removes the computational overhead required to access data from the transactional system and places critical data in an environment optimized for reporting and analysis.

### **About Data Management Associates, Inc.**

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, and AIX Operating Systems with PC or terminal clients. [www.machsoftware.com](http://www.machsoftware.com)

### **About Shiffler Equipment Sales**

Shiffler Equipment Sales, Inc. is an Ohio based distributor of products and services used in the educational marketplace. Its primary focus is to manage a supply base of over 100 suppliers and over 100,000 products used to create a clean, safe and well maintained facility. Shiffler services its customers through a variety of contact models from direct field contact, inside sales, e-commerce web site and various direct marketing efforts. [www.shifflerequip.com](http://www.shifflerequip.com)

### **About MITS**

MIT<sup>S</sup>® is a leading developer of Advanced Reporting and Business Intelligence products. The MITS product line contains both the MITS Discover® OLAP Business Intelligence suite, as well as the ad hoc report tool, MITS Report®. Founded in 1996 and headquartered in Seattle, Washington, the company's technologies are used by thousands of organizations, resellers and systems integrators worldwide. MITS products are firmly entrenched in a wide range of business areas, including manufacturing, distribution, retail sales and services, education, government, healthcare, and insurance, as well as in many other industries. [www.mits.com](http://www.mits.com).

#### For more information:

George Farnell  
VP Business Development  
Data Management Associates, Inc.  
Phone: 800-660-1275 ext. 202  
E-Mail: [garnell@machsoftware.com](mailto:garnell@machsoftware.com)



**(800) 660-1275**  
[www.machsoftware.com](http://www.machsoftware.com)