

## Dishing Up Profits with MAS 200 E-commerce Website



square feet. In 2004 Anchor had \$7 million in sales. Anchor Restaurant Supply technicians are trained to lay out, install, uncrate, hook up, and set in place any equipment that is required in a full-service restaurant.

### Challenge

Since its beginning Anchor Restaurant Supply maintained a manual supply ordering system in which an order form would be faxed or emailed to customers.

### Client

**Anchor Restaurant Supply**  
Jupiter, Florida

### Company Profile

Anchor Restaurant Supply specializes in equipment, small wares, paper, and chemical supplies for full service restaurants.

### Challenges

Anchor Restaurant Supply maintained a manual supply ordering system that was prone to errors. This manual system did not support the company's need for real-time pricing and inventory information.

### Solution

Connexia Consulting implemented an integrated real-time solution for Anchor which included an E-commerce website powered by MAS 200. The MAS 200 software provided the company with the accounting tools needed for effective decision making. The E-commerce website was linked to the company's inventory, which allowed customers to place their orders online and provided real time pricing information. Anchor can now service more customers in less time with fewer errors.

### Key Benefits

- Real-time information
- Process automation
- Better communication with clients
- Fewer errors
- Better inventory management
- Greater customer service

The customers would complete the form and fax or email it back to Anchor. The company used an Excel spreadsheet to keep track of the items purchased from inventory and update prices.

Prices in the restaurant supply industry are very volatile and change almost on a daily basis. The company's manual ordering system did not provide real-time pricing and inventory information. As a result, customers were often given the wrong prices on the items they purchase. This system was also prone to input errors. Additionally, Anchor's manual ordering system lacked the ability to provide real-time information, therefore limiting the company's ability to effectively manage its procurement and inventory process.

### **Solution**

Anchor needed a real-time integrated solution that would provide the accounting tools necessary for effective management and decision making. Connexia Consulting created an e-commerce website for Anchor where customers could place their orders online and manage their accounts. Supported by MAS 200, Anchor's e-commerce website provided the company with real time pricing and inventory information on all of the items they sell. Customers were able to log on to the website using a unique password and account number. At the website, clients were able to view historical data on their accounts, check prices for items, and submit their orders online. The integration of Anchor's inventory system with the e-commerce site allowed for better inventory tracking and reporting.

### **Key Benefits**

The integrated e-commerce website supported by MAS 200 enhanced the communication between Anchor Restaurant Supply and its customers. Order processing time was drastically reduced because clients could now submit their orders online. The online ordering process enhanced the company's operational efficiency. The real-time information on inventory and pricing provided by the new integrated system, allowed the company to make more effective decisions regarding purchasing and pricing. The system that is now in place at Anchor Restaurant Supply can support the company as it continues to grow and expand.

**"The implementation of our E-commerce website with MAS 200 has enabled us to have better communication with our customers. Our customers are very excited about being able to order their supplies online."**

**Teresa Vlasic  
Office Manager  
Anchor Restaurant Supply**

**Connexia Consulting LLC provides results-oriented technology solutions that enable small and mid-sized businesses to operate more efficiently. Connexia is an authorized business partner of the foremost providers of accounting software including**

- **Best Software**
- **Microsoft**
- **Intuit**
- **Ascent**

**Connexia has helped clients in a variety of industries to increase productivity, achieve greater profitability and enhance operational efficiency.**

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