

EDI Advantage™
for MAS 90 and MAS 200

Success Story

CUSTOMER

Baby Gold, Inc.

BUSINESS PROFILE

Headquarters
East Hanover, NJ

Type of Business
Children's Jewelry Manufacturer

Number of Locations
One

Number of Trading Partners
Eleven



EDI Advantage Sparkles Like a Gem for Kids' Jewelry Maker

It's impossible not to smile when you walk into Baby Gold, Inc. The reason you can't help grinning is that you are greeted by nine-year-old Leah's delightful picture. This picture reinforces the company's specialty: jewelry for kids.

Twenty-five years ago, Baby Gold began producing a line of children's jewelry products that are now sold nationally through some of the nation's leading department store chains.

About seven years ago Baby Gold realized that EDI capabilities were essential to the company's survival. But they had a product that they couldn't get upgraded. So they began a search for better accounting software, hoping to find a system offering integrated EDI. During the search, they found MAS 200 and EDI Advantage - the product used by more MAS 90 and MAS 200 users than any other integrated EDI solution.

Lisa Balter, Baby Gold's EDI Coordinator, states that when she started working for Baby Gold three years ago she had no prior experience with EDI products.

Lisa says "I found Kissinger's EDI Advantage extremely user friendly. And their customer support team is there to answer all of my questions."

In Baby Gold's business, multi-store customers play a key role. EDI Advantage is equipped to handle multi-store customers with ease. "As Baby Gold's multi-store customer needs expand, upgrades and the addition of new documents to trade are required. EDI Advantage and Kissinger support allow me to easily transition into those new requirements. I feel very comfortable working with our multi-store companies. And if I run into any difficulties, Kissinger's customer support team, with their tremendous amount of EDI knowledge, assists me quickly. I can easily set

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SYSTEM PROFILE

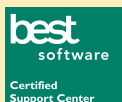
Operating System
Microsoft® Windows NT®

EDI Translator
TrustedLink, Windows Edition

EDI Advantage Applications
Sales Partner
ASN Partner

MAS 200 Applications
Accounts Payable
Accounts Receivable
Bank Reconciliation
Bill of Materials
Crystal Reports
Custom Office
General Ledger
Import Master
Inventory Management
Library Master
Material Requirements Planning
Purchase Order Processing
Sales Order Processing
Work Order Processing

Please visit
<http://www.kissingerassoc.com/edisuccess.htm>
for additional EDI Advantage Success Stories



MAS 90 MAS 200

MAS 90 MAS 200

up multi-store company, allowing me to build strong, successful business relationships with my customers," Balter explains.

In the world of EDI, efficiency and expediency translate into improved cash flow and faster collections. EDI Advantage users can get their invoices out much faster than would be possible under a manual or non-integrated system. Invoices are automatically generated by MAS 200 and then flow right into EDI Advantage.

This "flow" is made possible by EDI Advantage's thorough cross-referencing capabilities. Having enough of the right cross reference files means that Baby Gold doesn't have to manually manipulate data to get the right data into MAS200 or to get data out in the right way for Baby Gold's trading partners. When set up properly, cross-referencing is automatic and manual intervention is eliminated.

In addition to cross-referencing, trading partner overlays are used to "map" trading partner information so Baby Gold's EDI documents contain the right data in the proper locations. Data accuracy is an important part of

meeting trading partner needs; trading partners may reject EDI documents due to data inaccuracies. EDI Advantage has helped Baby Gold reach 100% compliance with trading partner requirements.

"EDI Advantage is outstanding. It truly is a package that has everything going for it. And Kissinger's EDI tech support is superb."

*—Lisa Balter, EDI Coordinator
Baby Gold, Inc.*

"Kissinger is always keeping their clients informed with email newsletters advising the latest updates to their products and services," states Balter. Lisa is also impressed by the wide range of classes offered by Kissinger.

"All in all," Balter states, "I think EDI Advantage is a very user friendly program and it meets all of Baby Gold's needs as a growing company. The communication lines are always open between Baby Gold and Kissinger and that is what is important."



Smart Software That Means Business.™

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