

## MAS 500

### CUSTOMER

Schwarzkopf, Inc.

www.schwarzkopf.com

### CORPORATE PROFILE

#### Headquarters

Culver City, California

#### Type of Business

Hair coloring and styling products

#### Number of Locations

Two

#### Number of Employees

75

#### Size

\$20+ million

### SYSTEM PROFILE

#### Computer System

Microsoft Windows

Users on System: 15

#### MAS 500 Modules in Operation

- Accounts Payable
- Accounts Receivable
- eCustomer
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order

## Schwarzkopf Sharpens its Style with MAS 500

Schwarzkopf has a “passion for hair.” In 1898 Hans Schwarzkopf opened a small drugstore in Berlin, where he developed a powder shampoo sold in every drugstore in the city. In 1927, he introduced the world’s first liquid shampoo and later opened the very first training center for hairdressers. He also created Onalkali, the world’s first non-alkaline shampoo, which became the prototype for all modern shampoos.

Today Schwarzkopf offers a complete line of haircare products through salons in 80 countries. Its innovative care, color, styling and perm products are developed through partnerships with professional hairdressers, and can be admired on the high-fashion catwalks of London, Paris, Milan and New York.

### Beauty of a Well-Designed System

To handle its finances, Schwarzkopf used a mainframe system that was clumsy and hard to access. They conducted a thorough search of accounting packages, including some specially designed for the



beauty industry, looking for industry-standard platforms and networked PC architecture. None could beat MAS 500 for ease of use, flexibility and the potential for future enhancements.

“MAS 500’s key function at Schwarzkopf lies in automating order processing,” says Anthony Mashkovich, director of MIS.

“From there, the system runs the entire business, supporting GL, payables, receivables, inventory and purchasing. The overall improvements in speed have been unbelievable. With the legacy system, we had to type in complicated commands for everything. Now it’s all point and click —

#### CHALLENGE

Cumbersome mainframe system created bottlenecks in order entry and processing, required excessive staff time, and hampered corporate growth.

#### SOLUTION

MAS 500 with full complement of financial and inventory management modules, with integrated warehouse management system, barcoding, e-commerce capabilities, shipping system and interface to handheld computers.

#### RESULTS

Receiving turnaround slashed from four days to just two hours; order picking time reduced by 95 percent; shipping personnel needs cut in half.

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*Anthony Mashkovich  
Director of MIS  
Schwarzkopf, Inc.*

and both of our companies are integrated into one seamless system.”

Orders are entered directly into MAS 500, either at headquarters or by sales reps in the field using handheld wireless computers. “Sales reps can now enter orders at the customer site and submit them directly into MAS 500. All of this creates orders within minutes, and is supported by a specially built system using CE devices, offline data entry and a wireless Internet connection. We don’t need a thousand-page manual on how to print out a sales order, and new people get up to speed quickly,” says Ken Gates, customer service manager.

Invoices are barcoded, so picking can be done straight from the invoice. Invoices are also tied into the shipping manifest system. “Previously, it took 90 seconds to process boxes for salons,” Gates notes. “Now we scan an invoice, press a single key and MAS 500 generates the label in seconds. Because of the new system, we were able to cut our staffing needs in shipping by half.”

### **Wireless Scanning in Warehouse**

Similar efficiencies were achieved in the purchasing department, where one person handles the workload formerly done by two and a half full-time employees. Turnaround time for processing inventory has gone from four days to just a few

hours, thanks to smooth integration between MAS 500 and the warehouse management system.

“When a shipment comes in, we used to create spreadsheets and fax out information,” Gates explains. “With MAS 500 and warehouse management system, the contents are checked in with wireless scanners as we take them off the truck. The system automatically creates batches and posts them within an hour. It doesn’t matter which of our two companies the orders are for, since both use the same database — another great time- and money-savings.”

Schwarzkopf is using the MAS 500 eCustomer module to introduce online ordering to its customer base. “eCustomer is a terrific value,” says Gates. “If we’d created our own e-commerce system from scratch, it would have been much more expensive, and we wouldn’t have ended up with such an excellent product.”

Mashkovich and Gates predict that MAS 500 will support Schwarzkopf’s needs for years to come without adding new staff, even if their current 20 percent annual growth rate continues.



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