Data Management Associates
MACH2K

IBM

Business Challenge

Many multi-channel retailers have outgrown their existing order processing system. Though it may have been adequate for a single channel operation, they don't have the capability for the integrated multi-channel needs of a growing company which is offering products through mail, phone, web and retail. Business needs expand and requirements become much more complex, including marketing analysis, mail list management, real-time credit card processing, and so on.

Solution Description

MACH2K offers growing companies an order management system with the power and flexibility to maximize their potential. MACH2K is a solution that integrates all channels into one robust and stable database for superior customer service, warehouse management, marketing and accounting. The MACH2K system includes order entry, credit card processing, picking document generation, manifesting, inventory control, purchasing, receiving, sales analysis, RFM analysis and list management, accounts receivable, accounts payable, general ledger, financial reporting, ad hoc database reporting tools and Web connectivity. Comprehensive data conversion and experienced trainers with years in the multichannel industry provide a fast and efficient transition.

Value Proposition

- MACH2K's system is fully integrated and will improve the order processing, purchasing, inventory management, marketing and accounting requirements of your operation.

- MACH2K scales with your growth so you won't be looking for new software as your company flourishes.

- The Data Management Associates (DMA) team is experienced in data conversion and uses a multi-step process that ensures a successful project completion without loss of data or the need to re-key critical information.

- Our staff has long experience in the industry and has extensive software knowledge so that you get the most out of your MACH2K system.

Company Description

Data Management Associates is one of the country's premier providers of catalog order management solutions to the mid-sized multi-channel cataloger. Completely integrated for e-commerce, call center, warehouse management, marketing, promotion and financial analysis, MACH2K is robust enough to meet your company's growing needs. Since 1979, DMA has given its clients the personal attention they deserve and satisfied their unique requirements.

IBM Segment
- Data Management

Business Function
- Catalog Order Management

Target Industry
- Retail

For more information, contact:

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