



## Empower

separate accounting package and then a billing package. It's all integrated and that's made a huge difference."

## MBM Today

Over the last half century, MBM has evolved from a 3M copier dealership to the 10th largest independently-owned Canon dealership in the United States with 93 employees, including 30 technicians and five service support personnel, over 4,000 customers, and approximately 7,000 serial numbers in the field.

While service and sales of equipment and consumables account for the majority of MBM's \$25 million annual revenue, the company's document management business and an in-house finance division - MBM holds the paper on most of the equipment it leases - also make substantial contributions to the bottom line.

MBM also derives revenue from service training. In addition to being a Canon dealer, the company is a Canon Certified Training Center, providing training to technicians from other dealerships as well as its own employees.

## Commitment to Technology

MBM's history and business model reflect an ongoing commitment to leveraging technology to improve operations. MBM was the first company to implement the original version of the La Crosse software back in 1983 and Mariahazy served on the dealer focus group that helped to develop the current ECI La Crosse system (originally known as NextGen).

Mariahazy also cites flexibility and easy access to the company's data as key benefits of the latest software. It has not only helped MBM address a number of customer service issues, including batching machines for billing, but the open database format enabled MBM to develop its own custom applications.

"We created our own Web site using the [La Crosse] data behind the scenes and much of the functionality built into that database, Mariahazy explains. "Separate systems would be much more difficult to work with."

MBM has now implemented Intelligent Workforce from MWA Intelligence, Inc. With the company's non-traditional service structure, technicians are seldom in the office. Armed with Blackberrys running Intelligent Workforce, MBM's technicians enter their own tickets at the close of each call. Not only does management know where the technicians are, but integration with the La Crosse system allows for easy updating of the original work order, eliminating redundant data entry and improving inventory management and customer service.

"If a technician needs a part, they will be able to see if there's another technician in the same area who has that part in their car stock," Mariahazy says. And, if a part has to be ordered, that can happen almost immediately, instead of the next morning.

## Learning From Others

Mariahazy works with ECI La Crosse software at the dealership level and serves as chairman of the La Crosse Dealer Advisory Council (DAC), ECI's customer advisory group for the software. It's an investment of time that Mariahazy says benefits both MBM and the other dealers involved.

"We as an organization and I, personally, think that best practices and learning from our peers in the industry is something that people don't do enough of, and we go to great pains to make sure we do," he explains.

Mariahazy is also a member of the MWAi DAC and says, "Communication between the three groups of people - MWAi, ECI La Crosse and the customer base - is very good."

Mariahazy says MWAi listens when he has ideas or suggestions: "What MWAi does that most don't, when I look at other organizations like it, they do a good job of listening from a development standpoint and realizing the really neat things that the technology can do and adapt that."

Working with other dealers and learning from their experiences has left Mariahazy even more convinced of the importance of an integrated solution that ties all of the pieces - inventory, car stock, parts, controls, supplies, machines, etc. - together with service calls, orders and contracts.

"All of those costs are related and are tied into one package. That makes it much easier for us," Mariahazy says.

## Growing Revenue, Not Costs

The benefits of dedicated employees supported by a comprehensive technology solution are reflected in MBM's continued growth - nearly 10 percent in 2007 alone. They have also helped to insulate MBM against this year's economic downturn. While growth has slowed, revenues have remained stable and MBM has not experienced the same dip as many other dealers.

"We run our dealership fairly lean in terms of the number of support staff per dollar of revenue. The La Crosse solution allows us to do that," Merizon explains.

Merizon and Mariahazy hope to double MBM's business over the next five to 10 years by continuing the company's expansion into managed print services, document management, production printing systems and other professional services.

"The traditional market is pretty much saturated," Merizon explains. "The key to revenue and profitability in our industry is capturing the support of the printed page. We are very excited about the future of our business."



## Did you know?

**Current Release being shipped: 9.1**

**MWAI approved release: 9.1**

### Did you know...

You can leave the display panel up and scroll through the records on the grid and the display panel will refresh with the data you have selected?

### Did you know...

That you do not need to use the mouse to navigate from one position to the next within date fields? You can either press the period key or use the arrow key to get to the next field in the date.

### Did you know...

That you can use the filter button on the main menu to find menu options?

### Did you know...

On grids you can perform the following functions with the corresponding keyboard controls?  
Add = F6

Change = Double Click on the record in the grid

Multiple Records Change = highlight the records, right click Change

Refresh = F5

Filter = Shift + F5

Move field columns = Shift + Click and Drag

Field Search = F4

### Did you know...

That ECinteractive is integrated with La Crosse and that the 9.1 update is integrated with Net1.

### Did you know...

That a file can be attached to contracts, service calls, PO's and Orders? From the respective grid, simply right click, scroll down to "Image", and then browse for the file location. The file can be .doc, .pdf, .xls, .csv, .jpg or any file type.

### Did you know...

That you can create a shortcut of favorite functions? You can add any task name from any menu listing, simply right click on the task name, an "Add to Favorites" button appears, left click on that button, and then that task is added to the "Favorites" menu at the top of your main screen. To access your list of favorites, simply click on the "Favorites" menu heading and the list will display below.

# 2009

## Class Schedule

### Basic Crystal

May 19 – 21

### Contract Management

June 9 – 11

### Service Management

July 14 – 16

### Advanced Crystal

August 18 – 20

## Save The Date!

### Regional Users Meeting 2009

**When:** October 18-21

**Where:** Irvine, CA

## FREE Webinars

### Basic Service Dispatching

May 20

### Advanced Service Dispatching

May 27

### eMeter eMail

June 17

### A/P Invoicing/Pay List

June 24

### Connect Order to PO

July 15

### Contract Billing

July 22

### End of Month

August 19

### Dashboards

August 26

## Upcoming Tradeshows

### May 14 – 16

Vision Imaging Partners  
National Meeting  
Phoenix, AZ

### May 28 – 30

FSPA Show  
Dallas, TX

### June 11 - 13

BTA Spring Conference  
New Orleans, LA

### July 11 – 16

Retail Sales Provider Association  
Las Vegas, NV

### August 19 – 21

Recharger  
Las Vegas, NV

*Come visit us!*

**To register** send an email to [support@lacrossesoftware.com](mailto:support@lacrossesoftware.com) or call **877.766.6445**