

# BLACK'S TIRE COMPANY

## WHEELING OUT A NEW PLAN

**Black's Tire Company** in Ottumwa, Iowa, specializes in the brand of customer service found only in small towns: They can recognize both the vehicle and the owner and remember details about the last tune-up and the customer's family. This nine-person tire retailer, which also does light engine repair work, was rolling merrily along, but as business expanded, they realized they needed to expand their accounting operations to match their business's needs.

### Getting the Wheels Turning

Until four years ago, Black's Tire Company did its bookkeeping manually, from their purchase orders to invoicing. And while the system worked for the small company, "we were at the point where we were so primitive [we] needed to make a change," said Black's owner Jim Robinson. The change came in the form of Sage Software MAS 90 software and Bottomline Software.

"It was a disaster," recalled Mike Dossey, manager and technician at Black's. "Before we got MAS 90, clos-



ing times were approximately an hour longer," he said, adding that now the store can sort receipts and divide cash purchases from check or credit-card purchases fewer than 10 minutes..

Robinson said that although there are industry-specific softwares available for his company, "it all boiled down to having local customer service," which Bottomline Software, itself a client at Black's, could provide.

After convincing Robinson to buy the Sage MAS 90 software, Bottomline Software worked closely with the employees to make sure they understood how to

**LOCATION:**  
**OTTUMWA, IA**

**SIZE: 9 EMPLOYEES**

**LOCATIONS: 1**

*Operations: Passenger and truck wheels and accessories*

**MAS 90® Products**  
*General Ledger  
Accounts Receivable  
Accounts Payable  
Inventory Management  
Sales Order  
Purchase Order  
Payroll  
Bank Reconciliation  
Paperless Office*

*Problem:*


*Can overlook a job that needs to be billed on a busy day*

*MAS 90 Solution:*

*Sales Order program allows employees to find jobs quickly and easily*

*Result:*

*There's less of a chance of missing a job that needs to be billed*



use the software to their best advantage.

Prior to the installation of MAS 90, Robinson said, the company only had one computer. “[Bottomline Software] held our hand through the training period, and quite honestly, the first [few] months I had it I was ready to throw it out in the street. But if you can tough out, the benefits are there. I can’t tell you how much further ahead we are than what we could be. [Bottomline Software] probably was the biggest part of that.”

#### **A ‘Wealth of Information’**

One of the major benefits of MAS 90, Robinson and Dossey said, was the wealth of information they could suddenly access. Now, Black’s can use MAS 90 applications to track a vehicle’s history through its license plate, even if it’s been months since the vehicle was last in the shop, and they especially appreciate being able to create Annual History reports for their Fleet Customers.

Also, Black’s, which has a fairly even mix of retail clients and clients who receive a monthly bill for services, periodically runs checks on its sales orders to make sure that bills

aren’t accidentally overlooked on the busiest days. After switching to Sage Software MAS 90 applications, Robinson was running one of these checks and noticed a large job that hadn’t been billed. While Robinson knows he would have found the bill eventually, with MAS 90, “there are lots of systems of checks and balances that we’d never had before.”

Dossey also noted that tracking inventory was much easier now that employees could look up merchandise availability via the Inventory Inquiry.

“We’ve just, honestly, done about a 180, from where we were to present.” Robinson said. With MAS 90 software “there’s a wealth of information, some of which I’m not even utilizing. It can generate more information than you’ve really got time to use.”

***“We’ve just, honestly,  
done about a 180, from  
where we were to pre-  
sent.”***

**BOTTOMLINE SOFTWARE, INC.**

P.O. Box 1662  
Ottumwa, IA 52501

Phone: 641-684-9009  
www.btmlinesoft.com  
E-mail: info@btmlinesoft.com