

ATR Provides Pureline With A Clear Solution

A JobOps and Sage MAS 200 Solution

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Solutions Spotlight

Most of us take clean, clear water for granted. PureLine Treatment Systems of Lake Forest, California makes it their business. PureLine manufactures and services equipment, and provides chemicals used to safely and efficiently purify water. The company's equipment is valued for a wide variety of purposes: drinking water purification for municipal water districts; as a bleaching agent for pulp and paper manufacturers; as a biocide for power plant cooling water; and as a disinfecting agent in produce and poultry plants. Any industry that requires a constant source of pure water can benefit from the technology PureLine offers.

Just five years old, PureLine is a relatively new entry into its marketplace, but is growing rapidly due in part to its focus on the use of chlorine dioxide as opposed to chlorine. Chlorine dioxide is an environmentally friendly alternative to chlorine, and is highly effective at removing bacteria, odors, and other impurities. PureLine has developed a portable generation system that efficiently and reliably produces the chlorine dioxide at the clients' site, using salts, water, and electricity. This method eliminates the need to handle, store, and transport hazardous chemicals, significantly reducing costs for the consumer and increasing worker and workplace safety. Customers buy or lease a generator from PureLine matched to the amount of purified water they require on a daily basis.

A Murky State of Affairs

PureLine's immediate success soon stressed their entry-level QuickBooks system. Lacking manufacturing or job costing capabilities, Excel spreadsheets were used to track labor and materials used. Hours of manual calculations were required before the billing results could be fed into QuickBooks. The process was inefficient at best, but soon threatened to curtail the company's ability to continue its growth pattern. "We had no way of knowing how profitable a particular customer or job was," explains Joe Baumgartner,



JobOps provides Pureline with the capability to manage their complex business

PureLine's Controller, "Our relationship with a customer can last for years, and we literally had no way of knowing whether it was a profitable relationship." Recognizing they needed a powerful, purpose-built solution, PureLine's management went shopping for new business management software.

Pure Success

"Our selection of Sage MAS200 and JobOps was based on a simple cost/benefit analysis," recalls Baumgartner, "We looked at ACCPAC, Solomon, and Great Plains—but decided on the Sage MAS 200 solution because it simply offered the best functionality at the most reasonable cost." Accounting Technology Resources, Inc. (ATR) of Costa Mesa, California was selected to implement, and support the system due in large part to the company's expertise in the implementation of JobOps.

ATR was able to convert PureLine's QuickBooks data into Sage MAS 200, saving hours of data entry. Additionally, they performed all of the training for PureLine, and drafted procedural manuals for staff to follow in accomplishing their daily tasks. "ATR did an exceptional job of addressing our needs, solving our problems, and exceeding our expectations," says Baumgartner.

PureLine purchased a new server and network hardware as part of the conversion to Sage MAS 200. ATR worked effectively with the network vendor to ensure the smooth progression of the project. "I really appreciated the cooperation ATR exercised in dealing with our other vendors, I was very, very pleased with their service."

JobOps Generates Answers

The generators that PureLine manufactures have multiple options and custom configurations, which are supported adeptly by JobOps. The salesperson asks the customer a series of questions and JobOps constructs a price, detailed item description, and work ticket complete with instructions, parts, and budgets. And stock generators are handled equally well. JobOps adds these generators to the finished good inventory upon completion, at the actual manufactured cost.

Maintenance contracts for the generators are tracked within JobOps. All labor and parts utilized by PureLine's maintenance professionals are entered against the contract, which is billed monthly. At any time, Baumgartner can view the profitability of each contract. Routine service calls are also tracked in JobOps, which compiles the cost of chargeable services and parts as well as the status of all open calls. JobOps work tickets are utilized to record the generator leases, booking depreciation and other lease-related expenses to provide an overall profitability picture for the lease.

Partial invoicing of a work ticket is a straightforward procedure. Cost may be recognized during partial billings with the costs relieved

from work in process based on percent of completion, all costs to date, or a manually entered amount. Billed parts remain on the work ticket, so that the job retains an accurate picture of all past activity. When reports or inquiries are run, users have the option to exclude these billed parts to isolate open transactions.

Accessible Data

With JobOps, Baumgartner is finally able to get the information he needs to determine if a customer or project is profitable. JobOps captures a tremendous amount of data, and makes all of the data readily accessible for inquiry and analysis. The Work Ticket Step Recap window provides staff with a snapshot overview of all work ticket

steps. From this single option, Baumgartner can review costs to date, purchase order commitments, estimated and actual hours and costs, gross profit data, variances, and per unit revenue and cost calculations. Both the original and revised budgets may be viewed from this location, and step information may be edited or deleted or new steps created.

One of the most valuable features of JobOps for Baumgartner is the Work Ticket Transaction Detail Report. From this single resource, Baumgartner can identify which technicians have worked on the job performing which activities, what material they provided, and the detail of any direct charges to the job. Transactions can be selected for inclusion by type and by date—helpful when looking for a list

of transactions that occurred within a specific time frame. "JobOps provides me with a complete and concise picture of each job," says Baumgartner.

Sage MAS 200, ATR and PureLine—all creating a clean, efficient solution for their customers.



JobOps and Sage MAS 200 allow Pureline to track maintenance contracts and customer details to form a complete customer profile

Headquartered in Costa Mesa, California, our firm has specialized in Sage MAS 90, Sage MAS 200 and Sage MAS 500 since 1987.

Our extensive experience, exceptional service, and broad expertise assure you of our ability to solve even the toughest business problems.

If you would like to fine-tune your firm's approach to manufacturing, we would like to talk with you and see if Sage MAS 90 and JobOps is the right solution for you.



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