

Success story

A WMS Success Story - MAG Wholesale Corporation



The challenge

Albert Gonzalez, President and CEO of MAG, began looking for a solution provider who would be responsive to his business' time-sensitive needs.



The solution

BAASS leveraged its distribution expertise to upgrade MAG's database and software, optimizing their business management solution for growth. They also developed a custom feature for real-time, automated import of pricing data to handle global market challenges.



The result

BAASS's customization helped MAG stay competitive and improve profitability. Albert Gonzalez recalls a server crash that halted operations, but BAASS quickly resolved the issue, preventing significant losses. Gonzalez praises BAASS for their exceptional customer service, commitment to learning MAG's needs, and consistently delivering timely, thoughtful solutions.



"BAASS has consistently provided better service than I have ever received. I cannot praise their efforts enough."



Sage Business Partner

Organization

MAG Wholesale Corporation (MAG)

Location

HQ - Hialeah, Florida

Industry

Wholesale Distribution Industry

Sage Partner

BAASS Business Solutions



MAG Wholesale Corporation (MAG)

MAG Wholesale Corporation (MAG), a family-owned wholesale distributing and exporting business, has been serving South Florida since 1976. Despite specializing in automotive goods, they also provide service stations and dollar stores with paper products and toiletry items. Their customers include global exporters and local businesses.



Searching for 'Above and Beyond' Service

Albert Gonzalez, President and CEO of MAG Wholesale, began looking for a solution provider who would be responsive to his business' time sensitive needs. Albert explains, "Our industry moves at a very fast pace so we cannot afford to wait for service. We need someone that is not only knowledgeable, reliable and trustworthy, but provides timely response."

MAG found this level of service and expertise in BAASS. Albert continues, "Since day one we knew we were in good hands with BAASS and are appreciative for Sage referring them to us."

Stocking Up to Prepare for Growth

In addition to providing MAG with timely service, BAASS has expertise in the distribution industry and its unique needs. First, BAASS helped by obtaining an understanding of MAG's specific transaction flows and identified critical operational areas that needed prompt attention. "We analyzed and catalogued their existing customizations in order to assess how well they met their business strategies," said Manny Buigas, Partner at BAASS. "With this completed, we then upgraded their database and software to position MAG to maximize the functionality of their business management solution and equipped them to address their anticipated growth."

Serving a broad customer base across a global marketplace presents challenges such as sensitivity to price fluctuations. Taking a proactive approach, BAASS developed a customization allowing for automated, real time import of pricing data. Having this ability ensures that MAG remains competitive with their pricing and is able to continuously improve profitability.

"The thing I like most about BAASS is that they are there for their customers," Albert commented. "I can remember a time when one of our servers crashed which caused our business to come to a halt. When I called BAASS and told them that I couldn't operate they stopped what they were doing and fixed our server. If it was not for BAASS' above and beyond service we would have been down the whole day costing us thousands of dollars."

A Commitment to Customers

"Customer service is embedded in the DNA of our company," Manny Buigas says. "MAG Wholesale has grown significantly in the past three years, and we are committed to continuously learning about their business and its needs in order to provide help them enhance customer satisfaction and retention even further. BAASS' service philosophy is to develop customers for life, we make sure to learn the ins and outs of each company and demonstrate that we are committed beyond the scope of the initial project."

Albert Gonzalez praises BAASS Business Solutions Inc. for their excellent customer service by saying, "BAASS resolves my problems, and that's what I need. BAASS has consistently provided better service than I have ever received. Every improvement we request or challenge we put in front of them is addressed in a thought provoking and timely manner, and I cannot praise their efforts enough."

