



CUSTOMER SUCCESS STORY

CUSTOMER

Market Day Corporation

INDUSTRY

Food distribution for fundraising

LOCATION

Itasca, Illinois

Number of Locations

20

Number of Employees

1,300

SYSTEM

Sage MAS 500

Modules in Operation

- Accounts Payable
- Accounts Receivable
- Cash Management
- Customizer
- General Ledger

Market Day Raises Funds for Education With Sage MAS 500

The year was 1973, and Trudi Temple wanted to raise money for Third World church missions. So she started a fresh produce cooperative with neighbors and then extended the concept to her daughter's elementary school. Soon other schools were requesting similar programs. Her phenomenal success led to the formation of Market Day, the Original Fundraising Food Cooperative.

Today Market Day serves as a primary fundraising source for almost 6,000 schools in 16 states. Its year-round program offers restaurant-quality food products at competitive prices. Customers select from about 200 products, most of them frozen foods. And the proceeds can be sizable. For example, 500 schools in Wisconsin average about \$200,000 in profits every month, which they use to fund computers, fine arts programs, field trips, books, and equipment.

Do-it-Yourself Reports

Planned expansion into special-event sales caused Market Day to reevaluate its business system needs. To extract data from the



legacy mainframe, the finance group had to request IT staffers' time to write hard-coded reports. "We really disliked asking for help every time we needed to know something," says Mike Davis, controller for Market Day. "We wanted to be self-sufficient."

Market Day implemented Sage MAS 500 ERP and experienced immediate benefits. "We improved our processing efficiency by at least 15 percent through the power of Sage MAS 500," Davis says. "We now require fewer people and fewer hours to handle our department's workload, even though we've experienced sustained corporate growth and added several new product concepts."

CHALLENGE

Financial reports could not be extracted from antiquated mainframe system by accounting staff, and required involvement of limited IT resources, which was inefficient, time-consuming, and cumbersome.

SOLUTION

Sage MAS 500 with financial modules, including General Ledger, Accounts Payable, Accounts Receivable, and Cash Management.

RESULTS

Self-controlled reporting, with drill-down detailed features to the lowest cost center, flexibility when groupings must be reconfigured, and 15 percent improvement in processing efficiencies.

