

MAS 500



**CUSTOMER**

Fiera.com, Inc.  
www.fiera.com

**CORPORATE PROFILE**

**Headquarters**  
Miami Beach, Florida  
**Type of Business**  
e-commerce to Spanish and Portuguese language markets worldwide  
**Number of Locations**  
9 throughout U.S. and Latin America  
**Number of Employees**  
225

**SYSTEM PROFILE**

- Computer System**
- Mixed platform based on SunSparc servers and Microsoft Windows NT servers
- Operating System**
- Microsoft Windows NT Server
- MAS 500 Modules in Operation**
- Accounts Payable
  - Consolidations
  - Customizer
  - Fixed Assets
  - General Ledger
  - Multicurrency
  - System Manager



“¿MAS 500?” Fiera.com says “Sí!”

Whether it's the latest salsa CD, best-selling Mexican novel, electronic game or video, Spanish and Portuguese speakers around the world know where to shop. They simply click on Fiera.com, the e-commerce leader serving consumers and businesses throughout Latin America, as well as Hispanics in the United States.

Many American companies want to enter lucrative markets in nations like Mexico, Brazil, Colombia and Argentina. But barriers are high. Customs and tax regulations are complicated. Markets are geographically diverse and fragmented, and shipping details are complex.

Fiera.com is therefore a dream come true, offering ready-made distribution channels, established in-country

contacts, proven logistics, plus savvy advertising strategies. Manufacturers can avoid investing in bricks-and-mortar storefronts, hiring staff, or running separate ad campaigns in each foreign country. Fiera.com takes care of it all, permitting a flip from the traditional consumer-pull supply chain paradigm to a more profitable product-push structure. It's little wonder that Fiera.com has grown to almost 250 employees and millions of dollars in sales in just a year of operation.

**THE CHALLENGE**

In early 1999, Fiera.com changed its business model from being an Internet

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**John Adams**  
Controller  
Fiera.com

portal to a full-fledged e-commerce enabler. The shift demanded replacing the old manual accounting system with an industrial-strength business solution. So they bought a package that promised the moon.

Just one month into implementation, Fiera discovered their mistake. The package was inflexible, clunky, and far too limited for a world-class company. They trashed it and researched every product that might be a potential match. John Adams, Fiera.com’s controller, says, “We discovered there wasn’t a single package that could do what MAS 500 could.”

## THE SOLUTION

MAS 500 was implemented at Fiera.com by a skilled MAS 500 reseller and Best Software consultants from their headquarters in Irvine, California. Installation was completed on time and within budget. “It didn’t take any time at all for the implementers to figure out our business model,” comments Steve Jones, CFO. “They understood the various features we needed, and were very creative in setting up a system that would really work.”

The MAS 500 reseller and Best Software worked with Fiera.com to understand their business, and provided a solution that could meet the demands of an international e-commerce leader’s current and future needs. At the heart of the solution was an integration of three essential disciplines: technology infrastructure, e-business innovation, and traditional business applications. Critical success factors included the functionality of Best Software, the skills of the team implementing the solution, and the cooperative attitude of Fiera.com’s management team.

Fiera.com opted for many modules that would maximize the MAS 500 feature set. Perhaps the most important was Multicurrency, since almost every Fiera transaction requires a conversion of

some kind, and exchange rates change every day. The company also wrote a custom Internet interface in Oracle, as its e-commerce needs were highly specialized.

Today the entire company is automated through MAS 500, streamlining efforts and making possible the incredible traffic the Web site now handles. The system tracks revenues, documents payables, prints checks, performs currency conversions, ages accounts and much more.

Jones describes the MAS 500 General Ledger capabilities as “GL on steroids.” The software stores data in the correct format depending on currency, country of sale, subsidiary name, vendor and credit card type. It will also prepare a host of different reports, including vendor history, consolidation, in-country sales, out-of-country sales and sales by product line.

“The new MAS 500 platform has dramatically increased the efficiency of our accounting processes,” says Adams. “At a minimum, it’s saving us hundreds of hours every single month.”

Best of all, Fiera.com managers have every confidence that MAS 500 will easily handle as many as 10,000 Internet transactions a day. Given the firm’s recent explosive growth, that volume may be reached very soon indeed.

Jones adds a human-interest benefit. “Because of MAS 500, I no longer have to worry about my entire staff quitting on me because of all the manual processing,” he says. “MAS 500 has allowed us to scale to our business model, and gives our people the tools they need to do their jobs.”

The logo for Best Software, featuring the word "best" in a lowercase, bold, sans-serif font. The letters are a teal color.

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