# MAS 90    MAS 200

**best**
**software**

insights for the life of your business™

When you choose from the MAS 90 and MAS 200 family of accounting and business management products, you gain the tools and the insights to propel your company to a more productive and profitable future. Select from over 25 modules and hundreds of industry-specific add-ons to tailor a MAS 90 or MAS 200 system to meet your business needs. And as you grow, you can expand this system to accommodate your company's requirements long into the future.

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# Delivering Business Management Solutions for Better Business Insights

At Best, we've earned our reputation for excellence by sticking to our deceptively simple philosophy that everything can be done better. We create the software that transforms data into business insights that help our customers succeed on all fronts. We set the pace in the industry by continually developing product enhancements that leverage the power of the newest technologies. From product innovations that anticipate our customers' changing needs to providing exceptional customer support, we are dedicated to surpassing expectations in all aspects of our business. Perhaps that's why more businesses choose MAS 90 and MAS 200 than any other product in the mid-market range. If you're looking for a proven way to increase productivity and profits well into the future, Best has the software solution for you.

## Discover the Insight Behind the Numbers: MAS 90 and MAS 200
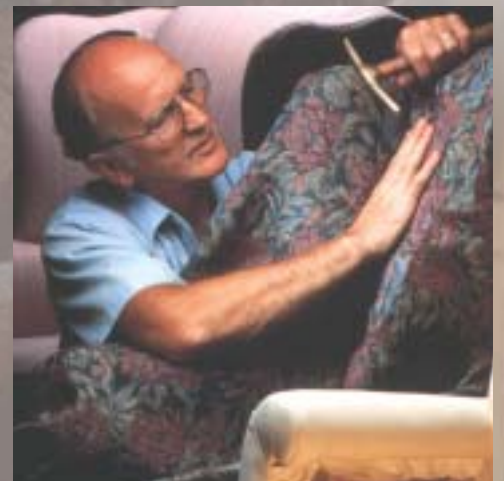
MAS 90 and MAS 200 offer much more than a repository for your business data. Three built-in reporting tools allow you to quickly and easily extract, analyze, and professionally present your business information and discover the insight behind the numbers. Our products integrate with Microsoft Office, so you can generate personalized communications to customers and vendors quickly and easily. Featuring fast and friendly Windows navigation, MAS 90 and MAS 200 set the industry standard for ease of implementation and ease of use by streamlining daily operations for optimal efficiency.



# insightful

"MAS 90 is ideal for a growing company like ours. Its manufacturing modules allow us to do practically everything we need, from placing orders in the sales log, all the way to creating a perpetual inventory system and keeping our general ledger current."

*Jorge Lagueruela,*
*President and CEO*
*Trinity Furniture Inc.*

# flexible

"MAS 200 gives us operations management and incremental billing capabilities that have basically paid for the system. It's also allowed us to maintain our 50 percent growth rate without adding accounting staff."

*Kimberlee Clark*
*VP Finance*
*Quantum Information Corporation*

## Custom Solutions Give Insight for Future Growth

Tailoring your accounting and business management solution is a great way to reduce costs and maximize productivity and profitability. MAS 90 and MAS 200 provide broad modular functionality, so you can purchase the products you need now, and expand later with your company's growth. For example, as your company or transaction volume expands, you may want to move to a platform that can better accommodate your needs. Migration from MAS 90 to the more robust, client/server-based MAS 200 can be made effectively, without requiring staff retraining or reinvesting in software. Currently over 25 modular applications including the powerful Business Alerts module can be added to MAS 90 or MAS 200 at any time. As your business goals evolve, you'll want a system that evolves with you, supporting your strategic plans while enhancing efficiency, and boosting customer satisfaction and profitability.

The MAS 90 and MAS 200 product line also offers specialized solutions for industries such as manufacturing, distribution and professional services. Integrated front office, or customer relationship management solutions, provide superior customer service capabilities. And our unique, nationwide Master Developer network has created thousands of off-the-shelf products to enhance MAS 90 and MAS 200 with additional industry-specific functionality. Whether you run your business with half a dozen people or have dozens of accounting system users, the scalability of MAS 90 and MAS 200 ensures that you can reap its benefits at any stage in your growth cycle.

### Business Alerts Module

Business Alerts keeps you in-the-know by monitoring the pulse of your company and utilizing your e-mail system to notify you whenever a significant event takes place in your MAS 90 or MAS 200 database. The automatic, user-defined e-mail notifications inform you, your customers, and vendors of date and time-sensitive events.

### Visual Integrator Module

The Visual Integrator module facilitates integration with other applications. By using the Open Database Connectivity (ODBC) standard, Visual Integrator simplifies transmission of data to and from a custom or industry-specific software package by allowing you to schedule imports or exports directly to or from any ODBC-compliant source, while complying with business logic to maintain data integrity.

# Leveraging the Power of New Technologies

At Best, we are dedicated to providing the most advanced software solutions. We make it our business to stay ahead of the technology curve so our customers can stay ahead of their competitors. One of our most recent high-tech product developments is our e-commerce functionality.

## e-Business Manager for Insightful e-Commerce Support

With the Internet quickly becoming the most powerful resource for businesses worldwide, e-commerce capabilities are an imperative for companies seeking to maintain their competitive advantage. The e-Business Manager module allows your customers to log in through the Internet and securely place an order directly into your MAS 90 or MAS 200 system — 24 hours a day, seven days a week.

- Ease of Implementation — You want to focus on running your business, not on running your software. Installing and operating the e-Business Manager module is uncomplicated. If you elect to set up your e-commerce site using Best Host, implementation of e-Business Manager is almost as easy as installing and setting up MAS 90.

- Selective Functionality — In addition to the core e-Business Manager module, three "applets," or mini modules, allow you to choose the e-commerce functions you need: .inquiry, .order, and .store. By empowering your customers to make account and order inquiries, check their account status and make specific changes to their information, the .inquiry applet keeps your customers connected and satisfied. The .order applet allows your current customers to securely enter their orders directly into your MAS 90 system. And the .store applet lets anonymous customers browse your products and services, place orders online and pay via credit card.

- Security — For optimal data protection, our Web engine and the MAS 90 or MAS 200 server are located inside a firewall where only authorized users are permitted access. Your customers can securely access the data they need.

Would you like to enjoy the benefits of business over the Internet? The e-Business Manager module can supply a way to transact business-to-business and business-to-consumer e-commerce, worldwide, over the Internet. This new module provides a complete out-of-the-box e-commerce solution and can be implemented without the need for expensive Web consultants or custom programming.

## powerful

"The biggest selling points of e-Business Manager are its ease of use and the way it integrates with the rest of MAS 200; you don't need a massive IT department to deal with it. I figure we saved at least $50,000 by building the site in-house. That goes to show you how well the module was designed.

*Dan Madura*
*Director of Marketing & Sales*
*DTC Stage and Studio Supply*

# professional

## Reporting Tools that Transform Data into Business Intelligence

You require an accounting and business management system that can quickly and easily organize data, create professional reports, and provide you with the analytic tools you need. By capturing data, transforming it into business intelligence, and providing the insights for sound and prosperous business decisions, MAS 90 and MAS 200 take reporting tools to the next level.

### Standard Reports

The software features a wide range of standard reports, and the ability to easily customize reports, charts and graphs. The report format maintenance feature enables you to quickly upgrade standard reports for more professional presentations. You can add bitmaps to a report, and select font size, color and style separately for the header, body and footer of the reports.

### Business Insights for the Executive

Our first-of-its-kind system is a browser-based tool that gives your company executives easy access to accounting and financial data. Business owners, CEOs and CFOs often don't have the time to get familiar with the intricacies of the company's accounting and business management software. Now there's a quick and easy solution. With Business Insights, your executives can simply log on to their computer and have their desired information appear in a graphical format right in their Web browser.

### Crystal Reports

A graphical report writer, Crystal Reports offers presentation-quality output for all your accounting data. It also features professional-looking invoices, checks, quotes, sales orders and statements. In addition, all of our modules offer convenient access to your customized reports directly from a custom reports menu. Crystal Reports software is included with all versions of our product.

### Financial Reporting Extender (FRx)

Financial Reporting Extender, Desktop version, comes with the MAS 90 and MAS 200 General Ledger module. With Microsoft FRx, you can create complex financial reports that can be printed, exported to an Excel worksheet, or distributed to non-accounting system users and viewed in the DrillDown viewer.

The Business Insights system allows Presidents, CEOs and CFOs to see graphical Web reports containing all their desired information without having to log on to their company's accounting system.

## Synergy and Customization for Productivity Gains

Included with purchases for five users and above (and optional for under five), the Custom Office module maximizes the synergy between our software and Microsoft Office to create a streamlined business solution. Custom Office links MAS 90 and MAS 200 screens with Word, Excel or Outlook so you can:

- Send a welcome letter to a new customer with one mouse click, or e-mail your supervisor for credit approval.

- Easily prepare mass mailings using a wizard that walks you through selecting your data and performing a streamlined mail merge.
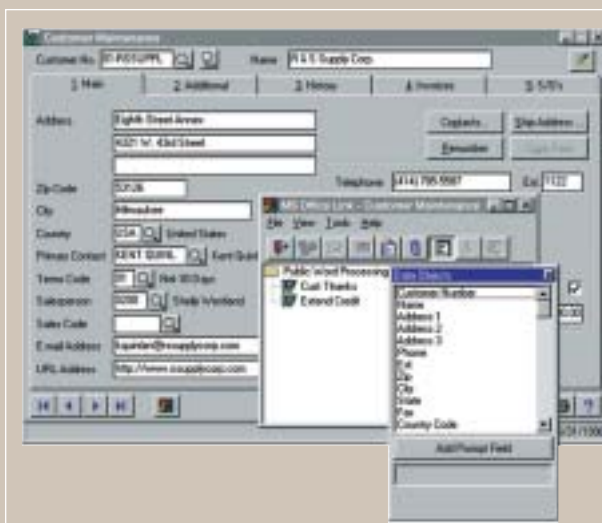
You can also customize screens to match your business workflow:

- Improve data entry and accuracy by hiding unused fields, specifying default values, changing tab sequences and modifying screens to match your business process.

- Add new folder tabs to forms and use them to provide space for more user-defined fields (UDFs) without having to reorganize multiple fields to make space.

- Insert new fields, such as nicknames or birthdays, for more personalized customer service.

- Create a button to launch a VBScript or JScript to perform calculations, or to interface with an external application such as Microsoft Word or Excel.
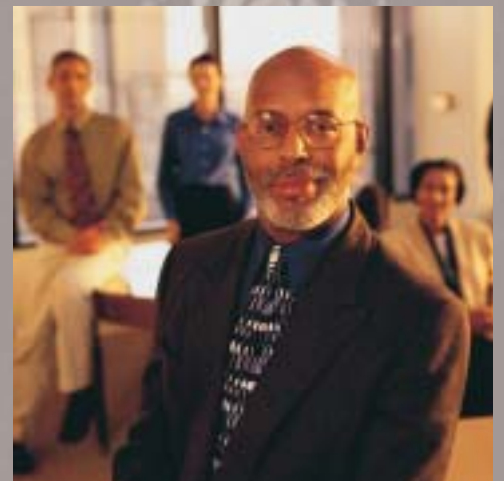
With Custom Office you can send a personalized letter or e-mail with just a few mouse clicks.

*customizable*

*"Our sales are up, and I firmly believe that part of the reason we are selling more is because MAS 90 gives us a true picture of what is in inventory."*

*Mike Bastone*
*National Sales Manager*
*Walker Zanger*

# intuitive

"MAS 200 paid for itself right away. When a lender can look at our books and offer us $2 million on the spot, the system has definitely proven its worth."

*Ken McKinnon*
*President*
*Planetary Networks, Inc.*

## Intuitive interface. Superior functionality. Simple navigation.

MAS 90 and MAS 200 are easy to learn, easy to implement and easy to use. Operators accustomed to navigating the Windows operating system will feel right at home with our software. The Web-friendly Launcher resides at the heart of MAS 90 and MAS 200. It displays HTML pages used for quick access to information and business services.

- Welcome Page — This Web page is displayed right in the Launcher and provides entry to other valuable information including your Business Insights page. The My Tasks section makes organizing your personal tasks and reports easier than ever.

- Minimized Launcher — Maintain access to MAS 90 and MAS 200 functionality when the Launcher is minimized. All your application menus are always just a right mouse click away on the Launcher icon.

- Visual Explorer — The Visual Explorer pop-up menu allows you to quickly navigate to frequently used tasks such as customer inquiry, even across multiple companies.

- Toolbars — Toolbar buttons can launch any task, custom-written scripts or Windows desktop applications. Buttons may be added or deleted at any time. Convenient drag-and-drop functionality makes editing toolbars a snap.

- Explorer-like Interface — The Explorer-like detailed view is instantly familiar to Windows users. Instant access to modules is available through the Cascading Modules Menu.

- Task Lists — Create convenient private or public task menus (such as end of month tasks or your daily tasks) for easy access.

And if you ever need it, help is always just a couple of key strokes away. An English search capability allows you to search all Help files at once by posing a simple question and then sorting the results in three different ways.



The Launcher gives you a choice of using the Explorer-like tree view or the cascading menus to find sub-menus and tasks.

# MAS 200

If your company is large or growing and has high transaction volume and/or wide area network requirements, then the client/server version of our software is for you. MAS 200 is available for either the Microsoft SQL Server relational database platform or a high performance b-tree file system.
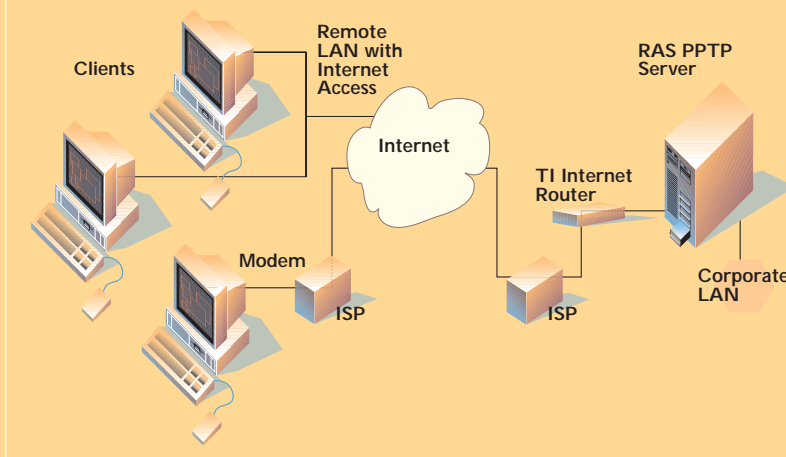
- Thin-Client Architecture — MAS 200 takes advantage of the latest Internet and intranet-compatible, thin-client architecture. This architecture delivers top performance in WAN and remote access environments, as well as delivering data at top speed on your local network.

- Designed for Wide Area Networks (WANs) and Remote Access Environments — MAS 200 is ideal for multi-site businesses because it is optimized for remote access environments. With MAS 200, you can use Virtual Private Networking (VPN) technology to securely and cost-effectively connect accounting and bookkeeping departments from various remote offices across the Internet. By taking advantage of VPN technology, you can significantly reduce the expensive data transport costs associated with a dedicated line. MAS 200 is also compatible with Citrix and Windows Terminal Services, although these products are not required to enable MAS 200 over a WAN.

- Optimized for TCP/IP — MAS 200 provides fast, reliable TCP/IP connectivity to facilitate file and resource sharing over the network.

- Performance — The client/server engine performs smoothly even during peak transaction processing and even with a large number of accounting users.

- Enhanced Data Integrity — A critical benefit of thin client architecture is an overall reduction in network traffic. Lower traffic can increase reliability and data integrity systemwide.

## MAS 200 Wide Area Network Configuration Option

Clients
Remote LAN with Internet Access
Internet
Modem
ISP
TI Internet Router
ISP
RAS PPTP Server
Corporate LAN

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*optimized*

"MAS 200 for SQL Server was the only product that offered such complete functionality. We liked the fact that it was menu-driven and could handle our present volume — plus much more in the future."

*Georgia Lipane*
*IT Manager*
*Elizabeth Eakins, Inc.*

# Delivering Insightful Accounting Solutions for Progressive Companies

## Global Presence, Local Service

You can count on Best Software for powerful, reliable software that is thoughtfully adapted to evolving technologies and changing business needs. And, you can count on Best to be there when you need us. Over the last two decades, Best, along with its parent company, has established itself as a global presence. Millions of discriminating customers and 26,000 resellers worldwide choose wisely by selecting Best for their software solutions.

Rest assured that our software is supported by a nationwide network of specialists who are your resources for implementation, training, service, and support. Our specialists are also trained and certified to provide Microsoft product and network expertise. In addition, we offer outstanding training classes, 24-hour online support, and award-winning technical phone assistance.

- Best applications are backed by the largest, most qualified channel in the industry — Our authorized resellers, consultants, and CPAs can provide installation, software support, and systems integration services. Rely on their expertise to help ensure that you're properly equipped with the solution that best meets your needs.

- Support with ClientCare — To help you make the most of your investment, Best provides a range of software maintenance and award-winning ClientCare support programs which offer the benefits of guaranteed response times, automatic software updates and regular communications. For five consecutive years, the Software and Support Professionals Association has honored Best with awards, certifications and, more recently, hall of fame recognition — catapulting our support services into the upper one percent of software and technology companies. Best Online Support and Services is also available for self help 24 hours a day, 7 days a week.

- Education and Training — Best offers a wide range of educational and training opportunities to help you get the maximum value from your software:

- Authorized Training Centers (ATCs) — Currently there are over 28 ATCs located across the country, including our corporate training facility located in Irvine, California. With more and more certified training facilities and seminars offered every day, there's sure to be one at a location near you.

- Certified Trainers — Best certified trainers offer the convenience of expert on-site instruction.

- Certified Support Specialists — All Best specialists have met specific support and product knowledge requirements and have undergone intensive training and evaluations. Their extensive background and product knowledge is shared with your reseller's support team to ensure exceptional customer service.

- Specialized Products and Services — In addition to the full spectrum of add-on modules, custom and pre-packaged modifications and vertical applications are available. Developed by more than 100 certified Best Software Master Developers with adherence to Best's strict quality standards, these custom products further expand the robust capabilities of our software to meet the specialized needs of virtually any business.

## Clearly the Only Choice for Your Software Needs

At Best, we've built our reputation by providing our customers with powerful, easy to integrate insightful business solutions. Best Software delivers highly evolved business applications with reliable performance and smooth, cost-effective upgrade paths to the new technologies and operating systems of tomorrow.

With MAS 90 and MAS 200, you have everything you need to streamline your business processes for maximum efficiency, productivity, and profitability. Give us a call today, and find out for yourself why Best Software is clearly the choice for comprehensive solutions with the insights to handle today's business challenges.

## best
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"MAS 90 has doubled our efficiency through greater access to data. The improvements in customer service are too great to even estimate."

*Andrew Sapienza*
*President*
*Veteran Leather Company, Inc.*

FPO
AREA FOR
BUSINESS CARD
HERE

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