

Best MAS 90 Small Business Positioning

In the past, the BusinessWorks and MAS 90 product lines have been primarily self-positioning due to the large price difference. Additionally, BusinessWorks has been positioned as being the product for businesses with little or no accounting expertise on staff, whereas MAS 90 is designed to work the way accountants think, and is therefore most widely used by accounting professionals. With the introduction of MAS 90 Small Business, and the general industry trend of software products to become more user-friendly, we have clarified the positioning:

BusinessWorks	MAS 90 Small Business	MAS 90
Low transaction processing	Low to medium transaction processing	Medium to high transaction processing
Revenue of 1-5 million/still in this range in two years	1-10 million in revenue/anticipate rapid growth in the next two years	2-50 million in revenue
Real-time processing	Batch processing	Batch processing
Owner is often key user	Accountant is key user	Accounting staff are key users
1-20 accounting users	1-2 accounting users	5+ accounting users
Good if coming from a manual system –Easier for the non-accountant professional	Best if coming from manual or automated system - Needs self-guided training tools (tutorial). Price sensitive to most reseller training offerings.	Best if coming from a manual or automated system - Self-guided training tools (tutorial) useful. Not as price sensitive to reseller training offerings.
Modular pricing	Bundled pricing	Modular pricing
Single location	Single location	Multi-location

Summary

MAS 90 Small Business is the solution for customers who currently do not have the budget for full MAS 90, but who expect to grow quickly in the next two years. MAS 90 Small Business is a great product for companies that are starting out and do not have a lot of funds, yet expect to need functionality such as multi-location, additional users or SQL technology in the future. This product is designed to position customers for a future in MAS 90 or MAS 200.