



**PARKINSON**  
ACCOUNTING SYSTEMS

## MAS 200

### Customer Profile

India Arts

### Authorized Reseller

Parkinson Accounting Systems  
24 Professional Center Pkwy #120  
San Rafael, Ca 94903  
(415) 499-9959  
www.pas90.com

### Corporate Profile

**Headquarters**  
San Francisco, California

**Type of Business**  
Imported Artwork & Gifts

**Number of Locations**  
1

**Number of Employees**  
12

### System Profile

#### MAS 200 Modules In Operation

- Accounts Payable/Receivable
- Bank Reconciliation
- Custom Office
- General Ledger
- Inventory Management
- Purchase Order Processing
- Sales Order Processing

## India Arts and MAS 200, a Creative Combination



For 42 years, San Francisco based India Arts has been a distributor of imported gifts from India. They now serve over 4,000 customers worldwide. India Arts is one of the oldest and most established importers of Indian handicrafts in the United States. The owner of India Arts, Anil Lal, credits much of their success to a commitment to customer service. Their goal is to solve any customer issue in one phone call.

As part of their commitment, India Arts has invested in information technology. Since 1976, his company has been using computer systems to support operations. In 1994, India Arts purchased Platinum accounting software; their first PC based accounting system. Jon Parkinson helped them get this system up and running and for six years, the DOS based Platinum system worked very well. Trouble started when Platinum was required to handle Y2K issues.

Mr. Lal looked at upgrading Platinum to its Windows version, but was unhappy with the speed and stability of the product. The company at first chose to go with a new SQL based software. Unfortunately, India Arts found itself unable to find good local support and training for this product. After several unsuccessful months of effort, India Arts turned to MAS 200 and Parkinson Accounting Systems.

India Arts is now in their sixth year of using MAS 200, and has found it a valuable tool in providing the high level of customer service that their customers have come to expect. The company is enjoying the flexibility of user-defined fields, on screen inquiries and custom designed forms. The company is also looking forward to linking MAS 200 with their website to retrieve web-based orders from their business clients.

"There are lower cost alternatives, but decision makers should look at the long term goals of the company before making a decision," says Anil Lal. "When looking for a partner to help implement and support such a vital part of any business as the accounting system, one must not just look for the lowest cost solution. The stability, credibility and expertise of the chosen partner are of utmost importance. For the past 8 years, Parkinson Accounting Systems has been a valuable partner and has helped my company grow."



#### CHALLENGE

Stable system with local support and training

#### SOLUTION

MAS 200 & Parkinson Accounting Systems

#### RESULTS

Company growth & stability