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**Collins Computing Customer Marine Depot Recognized for Outstanding Business Achievements**

*Earns Microsoft Business Solutions Pinnacle Award for Innovation*

**ANAHEIM, CA** - April 4, 2005 — Fur, Fins and Feathers, dba Marine Depot, was recently honored by Microsoft Business Solutions with a 2005 Pinnacle Award for outstanding business achievements. The Pinnacle Awards, established in 1997, are presented yearly and recognize Microsoft Business Solutions customers that have achieved notable accomplishments with their Microsoft Business Solutions applications.

Marine Depot was recognized with the Excellence in Innovation Award. The Excellence in Innovation Award recognizes customers whose innovative use of technology in their business management system delivers measurable benefits to their organization. Candidates for this award are judged on creativity, vision, and the overall results and benefits of their implementation.

Marine Depot distributes supplies to the salt water aquarium industry. They sell to both the end customer and to pet supply retailers and wholesalers. Products include tank pumps, skimmers, chemical additives, tubing, fish food and specialty fish, which are sourced from multiple vendors.

Through Marine Depot's partnership with Microsoft Gold Certified Partner Collins Computing, Marine Depot selected and implemented Great Plains 8.0 for Financials and Distribution along with RockySoft for warehouse demand planning and Maximum Data's InTouch Warehouse Management Solutions for bar coding, picking, packing and shipping, as well as several other solutions that assist with running their web-stores and internal operations.

Ken Wong, Founder and CEO of Marine Depot, is excited by the new solution. The Excellence in Innovation Award is icing on the cake. "Productivity is way up. Customer satisfaction is rising due to our improved inventory accuracy and shipping speed. We've cut out so much manual work in the warehouse and in accounting, that we've been able to increase capacity by 30% without adding staff."

"We are excited for all that we've been able to accomplish with Marine Depot. Great Plains is a great solution for the distribution industry." says Randy Forkner, president of Collins Computing.

"The key to Marine Depot's success," says David Hurwitz, a warehouse consultant for Marine Depot, "is that they were so willing to challenge their existing processes. I congratulate Ken and Marine Depot for reaching this phase where they are able to start reaping the success of all the hard work they put into selecting and implementing this solution. "

### **About Microsoft Business Solutions**

Microsoft Business Solutions products and services are financial, customer relationship and supply chain management applications for small and midsize businesses, large organizations, and divisions of global enterprises. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business applications work like and with familiar Microsoft software to streamline processes across an entire business.

### **About Collins Computing**

Collins Computing is a Microsoft Business Solutions provider, focused on providing accounting and customer relationship management solutions to Southern California businesses. Providing a complete one-stop shop, Collins Computing delivers consulting, programming, and infrastructure expertise for Microsoft Dynamics products. Collins Computing was founded in 1986, has been a member of Microsoft's Inner Circle (top 1% of all partners) since 1995, and has been recognized as the Microsoft U.S. Outstanding Partner of the Year. Collins Computing is based in Mission Viejo, California, and can be reached at (959)457-0500 or at [www.collinscomputing.com](http://www.collinscomputing.com).

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