Sage 100 ERP | Customer Success

Premier Marketing "Turns and Burns" Inventory With Sage 100 ERP

Where's that booming bass and crisp, clear sound coming from? Must be a car audio system from Premier Marketing, a Southeastern states distributor for Panasonic, Rockford Fosgate, Crossfire, and Lightening Audio.

Premier Marketing sells car audio amplifiers, speakers, radios, stereos, DVD players, and mobile video equipment to retailers like CarToys. Renowned for its customer service, speed, and responsiveness, the company has won numerous industry awards including Panasonic's Distributor of the Year.

More Components Needed

Ten years ago, Fred Dulaney and his partner never dreamed their manufacturer's rep company would grow so big. So they selected a DOS version of Sage 50—U.S. Edition as their accounting system, plus a parallel bookkeeping system that his wife Susan ran at home. This worked fine for their first five years.

Then Premier Marketing added a spin-off division for distribution services, eventually stocking every product it represented. It needed software to manage the distribution side of the business and handle increased transaction volume. It migrated to Sage BusinessWorks Accounting, with communications between headquarters and remote warehouses, as well as with reps in the field that were conducted on a dial-up basis through PC Anywhere. Like Sage 50, Sage BusinessWorks Accounting is a product of Sage.

By 2001, the Premier Marketing remote operations had become more sophisticated, and dial-up communications were no longer acceptable. Dulaney wanted more from his accounting package. So did Brett Talbert, the purchasing manager, who needed greater inventory control.

"I went back to our Sage reseller with the intention of overbuilding our system to permit greater remote access, so we wouldn't need to upgrade for a long time," says Dulaney. "His recommendation of Sage 100 ERP* with the Inventory Management module made a lot of sense."

*Sage 100 ERP was named Sage ERP MAS 200 when Premier Marketing, Inc. initially implemented this solution. The product names have been updated in this case study to reflect current naming.

Customer
Premier Marketing, Inc.

Industry
Car stereo distributor

Location
Atlanta, Georgia

Number of Locations
Seven

Number of Employees
10+

System
Sage 100 Advanced ERP
- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Custom Office
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Sales Order
- Visual Integrator

Challenge
Upgrade system to a solution that also manages distribution, handles huge increases in transaction volume, and permits greater remote access.

Solution
Sage 100 ERP financial and distribution modules.

Results
Seamless automation from A to Z; remote access and real-time data flow; savings in long-distance and connection costs; streamlined inventory; boosted profitability; Improved customer service; more strategic management.

Turning Up the Profits

Premier Marketing provides an excellent illustration of how Sage products help companies grow their businesses—and then continue providing winning solutions at every stage of growth.

Premier Marketing now uses Sage 100 ERP to manage all facets of its inventory, with full automation and integration with its business functions. "It does the whole nine yards and has been very stable," Dulaney says. "We're saving a lot of money in long-distance and connection costs. Plus, we've been able to implement features slowly, so we haven't had to bombard our staff with excessive training demands."

When a customer calls in with a request, Sage 100 ERP checks for available stock, creates a sales order, performs invoicing, and oversees boxing and shipping through UPS®. The system searches both of the company's warehouses to create a complete order, thus saving costs associated with partial shipments. Since many customers pay with COD checks, consolidation of orders is an important benefit.

"It's as if our multiple warehouses and satellite offices are under one roof now," Dulaney explains. "We all talk to one another through the messenger system, adding notes to invoices or customer files. And, we can keep our eye on stock levels or do a query on a dealer invoice, no matter whether we're in headquarters in Atlanta or the warehouse in Athens, GA. This will translate into smoother management and better customer service."

The next piece is anytime, anywhere access to Sage 100 ERP, permitting Premier Marketing reps to tap into the system from laptops in hotel rooms. "The glory of it is that our people will be able to look up a particular dealer they're visiting the next day and find out what they've bought, when they bought it, and

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>
> Fred Dulaney, partner
> Premier Marketing, Inc.

what their receivables look like. They can also check inventory levels in real time and avoid having to call in about stock, or go to our manufacturer's databases for additional details. This will give us a sales force that's totally informed—a huge competitive advantage."

Dulaney says he sleeps much better now. "We are very satisfied with Sage 100 ERP and recommend it highly. We knew it would be good, coming from Sage. Sage 100 ERP lets us put our efforts into selling. And it's given us the turn-and-burn inventory system we needed, to streamline stock levels and boost profitability."

About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers' needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 12,300 people and supports more than 6 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com or call 866-996-7243. Follow Sage North America on Facebook at: http://www.facebook.com/SageNorthAmerica and Twitter at: http://twitter.com/#!/sagenamerica.

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