

CUSTOMER SUCCESS



## Sage MAS 500 Helps Captivate Network “Think Inside the Box”

It was during a long elevator ride that Michael DiFranza had a brainstorm. What if elevator passengers could read news, weather, and stock quotes on a television screen, rather than staring at other people’s shoes? Better yet, what if advertisers could reach this captive professional audience? His answer was to found Captivate Network.

Captivate Network, Inc., the largest elevator media network in the world provides quality programming and advertising to a network of Class A office towers across North America. More than 1 million Americans and Canadians currently view Captivate Network’s flat panel television elevator screens every day. Its advertising roster includes industry leaders like General Motors, Continental Airlines, Sprint, Oracle, AT&T, Proctor & Gamble, and Microsoft.

### System Stuck on Ground Floor

Captivate Network’s business was rising faster than an express elevator, but its basic accounting package was stuck on the ground floor. It was time for a new system. Flexibility is a priority since Captivate manufactures its own specialized screens and its warehouse handles both built and bought equipment.

### Top Floor Efficiency

Sage MAS 500 ERP offered everything Captivate wanted and more. It automates all business functions, manages inventory, controls receivables and payables, and prepares a wide variety of reports.

Captivate uses the Multicurrency Management module to automatically convert Canadian to U.S. dollars. The Sales Order module tracks items shipped and assigns cost of goods sold to individual buildings as if they were customers. The Advanced Manufacturing and the MRP modules balance material supplies with customer demand—reducing costs while improving production lead times.

“Sage MAS 500 is an excellent product with great functionality,” says Shawn Burke, Captivate’s assistant controller. “All the modules integrate in a logical progression that makes a lot of sense to an accounting professional. The system pulls together information from many departments into one neat package for building financial statements and monthly reporting. I can sort and segment data however I want for reporting, and easily check individual items in Accounts Payable,

**Customer:**

**Captivate Network, Inc.**

**Industry:**

Elevator Media Network

**Location:**

Westford, Massachusetts

**Number of Locations**

Major cities throughout North America

**Number of Employees**

100+

**System:**

**Sage MAS 500**

- Accounts Payable
- Accounts Receivable
- Advanced Manufacturing
- Advanced Planning and Scheduling
- Cash Management
- Customizer
- Engineering Change Management
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Material Requirements Planning
- Multicurrency Management
- Purchase Order
- Sales Order

**CHALLENGE**

Upgrade to a more robust financial solution with the flexibility to accommodate rapid growth and manage complex manufacturing, inventory, and warehousing requirements.

**SOLUTION**

Sage MAS 500 financial, distribution, manufacturing, and multicurrency modules.

**RESULTS**

Streamlined efficiency from A to Z; flawless chart of accounts conversion; seamless data integration; greater inventory control; flexible reporting and analysis; cut closing cycle by five days.

Accounts Receivable, or Purchase Order straight from the General Ledger level. And the Advanced Manufacturing module is very useful for comparing build versus buy scenarios.”

Larry Rapoport, software architect, admires Sage MAS 500's architecture. “The interface is so well done that people can use the application right out of the box,” he comments. “The system has knocked five days off our closing cycle, given us greater control over processing, and cut the time needed to prepare reports and financial statements.”

“Unlike other products, you can change core entries like customer or vendor ID numbers and correct mistakes,” Rapoport says. “This keeps our data very clean. Security configuration is simple so we can assign security levels for tasks to different work groups. It's also easy to create test beds and sandbox environments. When we have a question about how we want to use the system and don't want to mess up what we've already got, it only takes a few minutes to cut a new database, run reports, and prove out the process before we implement it.”

Sage MAS 500's flexibility was a benefit when Captivate merged with a competitor and needed to change the chart of accounts for both companies. “In two days, we modified the basic account structure of a live company without missing a beat,” Rapoport comments. “We created several new companies and brought in years of transactions using multiple currencies and complicated tax codes. Everything matched, so now we can get reports from all our companies using the same basic report templates.”

Rapoport adds that network operations between locations have been seamless and trouble free thanks to the robust client-server environment of Sage MAS 500.

Burke was skeptical about the chart of accounts conversion. “We went from embedded accounts to a general ledger numbering environment and redid the entire chart of accounts. When the process was over, there were no variances. Remarkable!”

“This is impressive software,” Rapoport says. “I believe in the product, and appreciate the way we've been able to adapt it to our needs.”

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## ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

