"Signs of Progress" for Centiv With Sage MAS 500

Manager's Sale—Pepsi 24-pack $6.00. Banners, posters, floor displays, and signs with messages like these are important for generating sales. Now, manufacturers, distributors, and retailers can create their own signage online with Instant Impact™, an innovative merchandising program from Centiv, Inc.

Users go to the Centiv Web site, access Instant Impact templates pre-created by brand, customize their promotional materials, and place orders. Centiv's design and production center creates point-of-purchase materials and ships the finished goods. The beauty of the system is that materials can be made very quickly, typically within 48 hours, and brand images and creative content cannot be altered. This preserves design integrity for the major corporations that use Centiv such as Anheuser-Busch, DuPont, Brown-Forman, and Pepsi. Centiv also provides equipment and supplies for in-house point-of-purchase production for many Anheuser-Busch distributors around the country.

System Interface Issues

When Jim Kearney arrived at Centiv as vice president and chief information officer in 2000, his first priority was to fix the business systems and enhance integration. The existing accounting package did not interface well with the distribution module, so data frequently had to be rekeyed and audited on a regular basis. What's more, the jerry-rigged system couldn't keep up with Centiv's rapidly increasing volume of transactions and frequently crashed.

Rather than just upgrading the legacy software, Kearney wanted a fully integrated business solution. He compared several different options. "Sage MAS 500 ERP won hands down for fit, feature, functions, and price point," he says.

The Perfect System Fix

Sage MAS 500 and its distribution modules now manage all aspects of Centiv's business, including warehousing, procurement, inventory tracking, invoicing, order processing, and fulfillment. A full cadre of reporting tools lets the management team work smarter with improved sales analyses, inventory usage and commission reports.

Customer:

Centiv, Inc.

Industry:

Interactive point-of-purchase marketing

Location:

Vernon Hills, Illinois

Number of Locations

One

Number of Employees

50

System:

Sage MAS 500

- eCustomer
- eExecutive
- General Ledger
- Accounts Payable
- Accounts Receivable
- Cash Management
- Inventory Management
- Inventory Replenishment
- Purchase Order
- Sales Order
- Sage SalesLogix Sales
- Multicurrency Management
- Warehouse Management

CHALLENGE

Replace inadequate, unreliable accounting package with a robust, fully integrated, solid business solution with the right fit and functionality for a large volume interactive firm.

SOLUTION

Sage MAS 500 financial distribution and e-commerce modules.

RESULTS

Streamlined automation from A to Z; seamless data flow; 30% cut in operating costs; 50% increase in service levels; precise inventory control, forecasting, and reporting; increased order volume without adding costs.

The Inventory Replenishment module helps Centiv forecast demand, and balance current inventory levels with anticipated needs. The eCustomer module streamlines online ordering with seamless integration to both production and accounting departments. Even Centiv's custom printshop software interfaces smoothly with the new system.

"Sage MAS 500 runs the whole show here at Centiv," Kearney explains. "The bottom-line benefits have been immediately evident. We've reduced operating costs by 30 percent while increasing our service levels by 50 percent."

The Sage MAS 500 eCustomer module is key to Centiv's online business, replacing the custom shopping cart customers use to order print supplies. "We've received great feedback on the Sage MAS 500 shopping cart," says Kearney. "Customers like the way that all aspects of an order appear on the screen at the same time, making it simple to understand. The eCustomer module has allowed us to increase order processing transaction volumes without incurring additional infrastructure costs. This means a lot to us, since the Web-based sector of our company is growing quickly."

Centiv subscribes to a Sage MAS 500 customer support plan, which allows him to contact Sage Software directly for immediate support. Kearney considers it a good investment, calling the service responsive and helpful. He also has rave reviews for his reseller, who was responsible for a swift and painless implementation.

"Our accountants love Sage MAS 500," Kearney says. "It's very intuitive, information-rich, and easy to navigate. It's stable and highly functional, too. I've implemented a dozen or so enterprise resource planning packages at other companies, and therefore know from experience that Sage MAS 500 is an excellent one."

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ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and midsized 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.

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