

## CUSTOMER SUCCESS



## Sage MAS 500 and Service Management-Plus Answer the Call for Estech

Estech Systems, Inc. (ESI) designs, manufactures, and services high-efficiency, value-priced phone and communications equipment for small and mid-sized businesses. Because the company also services what it sells, it requires a business management system that integrates its manufacturing, distribution, and service components. ESI has found its integrated solution in Sage MAS 500 ERP and Service Management Plus (SM-Plus) for Sage MAS 500, a Sage Software Endorsed Solution.

### Find a Single Source

Before finding an integrated system, ESI used several disjointed applications to track the accounting, service, manufacturing, and distribution aspects of its business. The disparate systems made company-wide reporting exceedingly difficult, complicated communication between departments, and led to inefficiencies as data was entered and reentered in multiple places.

In its search for an integrated manufacturing, distribution, and service system, ESI first considered SAP, but ultimately chose the Sage MAS 500 solution. "Sage MAS 500 and SM-Plus came highly recommended by other companies in our industry. We felt supporting this system would be easier because we found an outstanding Sage Software Business Partner who supports both products," recalls Dave Whitmer, manager of customer services. "We wanted to bring all areas of our business under the same umbrella—Sage MAS 500 and SM-Plus have allowed us to do that."

That same Business Partner was able to import data in from the company's old software applications, allowing ESI to be productive right from the start. "There were no surprises; the implementation went very smoothly," Whitmer notes.

### Company-Wide Solution

Today every department in the organization utilizes Sage MAS 500 and SM-Plus. From the warehouse floor to the finance office, ESI's integrated business management solution is streamlining operations and increasing efficiency.

Much of the equipment ESI sells is assembled in house. The Sage MAS 500 Light

### Customer:

**Estech Systems, Inc.**

### Industry:

Telecommunications

### Location:

Plano, Texas

**Number of Locations:** 1

**Number of Employees:** 150

### System:

#### Sage MAS 500

- General Ledger
- Accounts Payable
- Accounts Receivable
- Business Insights
- Inventory Management
- Light Manufacturing
- Purchase Order
- Sales Order

**SM-Plus for Sage MAS 500 from Single Source Systems, Inc.**



### CHALLENGE

The several disparate applications ESI was using hampered company-wide reporting, complicated communications, and was inefficient as data needed to be entered into multiple times.

### SOLUTION

Sage MAS 500 and Service Management-Plus provide ESI with an integrated business management solution that handles all aspects of the company's business model.

### RESULTS

ESI has improved customer service, increased the overall quality of its products, and has reduced the volume of incoming service calls.

Manufacturing module provides an easy-to-use production entry screen where finished goods are recorded; automatically issuing material quantities, outside process transactions, and labor time to those items.

The Sage MAS 500 Inventory Management and Purchase Order modules streamline the distribution process, providing ESI with the tools it needs to effectively manage its stocking levels. The Sales Order module facilitates order and return handling, as well as picking, packing, and shipping tasks.

### Boost Customer Service Levels

While Sage MAS 500 forms the backbone of ESI's operations, SM-Plus helps ESI consistently deliver quality customer service.

Customer service staff can identify a piece of equipment by its serial number, accessing that item's complete sales and service history. If warranted, staff can instantly generate a service request order which is automatically routed to the shipping department where a replacement unit is shipped to the customer. The customer is given their ticket number so they can easily follow up on the status of their request.

"We are delivering better customer service," says Whitmer. "Our agents have the complete equipment history available to them as they speak with a customer. Having this history in front of them helps representatives solve problems more quickly and give our customers the service they deserve."

Using the Sage MAS 500 Business Insights reporting and business intelligence tool, Whitmer has instant access to information he needs such as, open incidents, open calls by service agent, calls by customer, and calls by reason code. "I've developed some service trend reports that uncover valuable information about our service calls. For example, we can identify resellers that are calling with greater frequency who might benefit from additional training," Whitmer says.

### Monitor Product Quality

Access to greater quantitative and qualitative data helps ESI to improve its product quality. "We can analyze the sales and service history of various parts to determine the average service life of that part," Whitmer says.

*"To say we're pleased with the Sage MAS 500 and SM-Plus doesn't say enough. When a business tool works this well and provides this level of information, it generates 360 degrees of value."*

"We even can use this information to make proactive sales calls, following up with customers when their existing equipment nears the end of its expected lifespan," Whitmer explains.

During a recent new product roll-out, Whitmer used Business Insights to help him analyze the reasons for each call regarding the product. This information was used to develop a list of frequently asked questions and answers that ESI distributed to its customers — resulting in a reduced call volume.

### Grow Without the Overhead

As ESI continues on its growth track, the volume of orders and service calls grows too. "The software has allowed us to continue growing without adding additional staff," Whitmer says. "We've removed extra steps and administrative overhead, so now each person can handle more work. To say we're pleased with the Sage MAS 500 and SM-Plus doesn't say enough. When a business tool works this well and provides this level of information, it generates 360 degrees of value."

If you would like to learn more about Sage MAS 500 ERP, please visit [www.sagemas.com](http://www.sagemas.com) or call 1-800-854-3415 to speak with a representative today.

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