

## CUSTOMER SUCCESS



## Roxio Rocks With Sage MAS 500

If you've ever burned a CD, you probably used Roxio software. Roxio, Inc. makes the best selling digital media software in the world, including Easy CD Creator for Windows and Toast for Macintosh, plus PhotoSuite for editing digital photography, and VideoWave for editing digital video. It also produces GoBack, the most popular system recovery software for recovery after system crashes, virus attacks, and data loss.

Roxio distributes its products globally through strategic partnerships with major hardware manufacturers, in stores with leading retailers, through Internet partnerships, and directly at [www.roxio.com](http://www.roxio.com). Its stock is traded on Nasdaq as ROXI, and the company is a member of the S&P SmallCap 600 and the Russell 2000 Index.

### Starting Out Ahead

Since its inception in 2000, Roxio had utilized the SAP business software of its parent company, Adaptec, Inc. But when Roxio was spun off as a separate company in May 2001, it needed its own system. Guy DeMeester, director of global IS, investigated all major products on the market, looking for an Enterprise Resource Planning (ERP) system with strong customization capabilities.

"I picked Sage MAS 500 ERP because it was cost-effective and offered all the functionality we needed," says DeMeester. "It allowed us to customize to our heart's content using technology that was familiar to us from our Microsoft-based skill sets in-house. Multicurrency, multiwarehouse, manufacturing management, product development management—we found it all in Sage MAS 500."

### Rock Solid Foundation

Roxio uses Sage MAS 500 to receive orders, bill customers, process payables, pay vendors, transmit orders to third-party manufacturers, and perform all financials. The application has automated the entire process cycle, plus deliveries and shipments. "The whole company is running on it," says DeMeester.

### Customer:

**Roxio, Inc.**

### Industry:

Distributor and manufacturer of pre-packaged software

### Location:

Santa Clara, California

**Number of Locations:** Ten

**Number of Employees:** 400

### System:

#### Sage MAS 500

- Customizer
- Data Porter
- eSalesforce
- General Ledger
- Accounts Payable
- Accounts Receivable
- Engineering Change Management
- Inventory Management
- Inventory Replenishment
- Purchase Order
- Sales Order
- Sage SalesLogix Sales
- Estimating
- Material Requirements Planning (MRP)
- Multicurrency Management
- Shop Floor Control
- Abra HR
- Advanced Manufacturing
- Advanced Planning and Scheduling
- Alerts

### CHALLENGE

Obtain an advanced business management solution with manufacturing, multiwarehouse and multicurrency capabilities that features maximum customization and functionality.

### SOLUTION

Sage MAS 500 financial, manufacturing and distribution modules.

### RESULTS

Streamlined automation from A to Z; improved operational efficiency; flexible customization; seamless flow between organizations and currencies; more precise forecasting; cut IT costs; ample room for growth.

Sage MAS 500 also tracks virtual manufacturing transactions since most of their production process is outsourced to vendors. This provides Roxio with online visibility of production—even if it's being handled outside its own four walls.

"I've been surprised at how flexible and easy to configure Sage MAS 500 is," comments DeMeester. "It's reachable from any site with a browser, so we don't need to install a client. Being Web-enabled, it gives us a single instance for partners worldwide, so everyone is working with the same data. We've also been able to customize a multitude of forms and reports."

One of the custom reports is a real-time, anytime revenue inventory snapshot, part of Roxio's remote inventory management system that streamlines dealings with retail and OEM partners. The system manages inventory levels at Roxio's sites in Germany, Japan, The Netherlands, Canada, and various locations in the United States.

Roxio uses the system's Inventory Replenishment module to forecast product demand. This allows the company to achieve greater efficiencies in production and distribution, and contributes to the return on its investment.

Each of Roxio's locations has its own sales organization with different revenue and commission structures, plus unique tax issues if outside the United States. The Sage MAS 500 system handles the multiple organizations and currency conversions without a wrinkle.

"Sage MAS 500 was considerably more cost-effective than alternative solutions we reviewed," says DeMeester. "System maintenance requirements have been significantly decreased. The system manages operations so smoothly that we don't need skilled IT resources anywhere but at headquarters. All of these factors add up to a substantial savings."

Roxio has experienced nonfinancial benefits too. DeMeester says the new system is so reliable that he no longer has to worry about maintenance all the time. Complaints have dropped significantly. Since going live several months ago, no major business process issues have arisen that could not be solved.

As proof of his confidence in the Sage MAS 500 system, DeMeester is now implementing the Sage MAS 500 Abra HR module. It will give

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Roxio's managers complete control of HR and payroll information using real-time, web browser-based access, with data security that DeMeester's team can program in-house.

"Sage MAS 500 should be able to accommodate our needs as we grow in the future," says DeMeester, "primarily because of the great flexibility designed into the product."

## 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.



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