

## CUSTOMER SUCCESS



## Component Concepts: Creative Customizing for Sage MAS 90

Component Concepts is truly a business that started in the owner's garage. Just 12 years ago, the company began with a staff of three, distributing everything that battery pack distributors might need. The one-stop-shopping idea worked so well that today Component Concepts has 16 employees and serves customers as far away as Europe and Malaysia. Some of its better-known clients include Panasonic, Sanyo, and Saft, who purchase heat shrink, connector assemblies, insulation, interconnecting tabs, and harnesses for portable electronic products.

When new owners bought the company three years ago, Larry Sippel, vice president, decided to maximize the firm's existing Sage MAS 90 ERP financial software. "I looked at the unused potential available to us in Sage MAS 90, and basically said, 'Holy cow!'" remarks Sippel. "So I got together with our reseller, ordered additional modules, and figured out how things worked. What we have now is an exceptionally efficient system that does all that we need and then some."

### Data for Distributors

Component Concepts relies on Sage MAS 90 to automate all its financial, sales order, purchase order, general ledger, receivables, payables, inventory, and shipping operations. A third-party enhancement integrates with UPS® or FedEx to track shipments and determine whether the freight is prepaid, billed to the receiver, or third party.

"Sage MAS 90's Custom Office module has proved to be invaluable to me," says Sippel. "I've created about 15 user-defined fields to simplify processes throughout the company. For example, I've made fields to record separate product lines, and whether items are stocked or not. Another field documents customer addresses that are residential, since many of our customers work out of their homes. This lets us establish the correct UPS charges, which are different for business and residential addresses."

### Power User

He also created fields in the Sage MAS 90 Purchase Order module to handle confirmations. When he prints an invoice, a confirmation is automatically generated and faxed to the vendor. All the vendor needs to do is fill in the shipping date and fax it back. "It's all done directly in the Purchase Order module, and eliminates a form that had to be typed before," Sippel says. "Now the data fields are populated by Sage MAS 90, saving us at least three hours a week."

### Customer:

**Component Concepts**

### Industry:

Battery pack component distributor

### Location:

Carlsbad, California

**Number of Locations:** One

**Number of Employees:** 16

### System:

#### Sage MAS 90

- General Ledger
- Accounts Receivable
- Accounts Payable
- Crystal Reports®
- Inventory Management
- Sales Order
- Purchase Order
- Material Requirements Planning
- Bill of Materials
- Bank Reconciliation
- ACT! by Sage
- Custom Office

### CHALLENGE

Underutilized Sage MAS 90 system was serving primarily as a database, and not adequately managing business functions.

### SOLUTION

By learning about Sage MAS 90 and expanding its capabilities with a full suite of modules, the company now has end-to-end enterprise financial reporting and management.

### RESULTS

Sales and receiving efficiencies of 50 percent; inventory levels reduced by 22 percent, 20 percent savings in shipping and 25 percent faster reporting time; all attributable to Sage MAS 90.

Sippel has become such an expert at Crystal Reports through Sage MAS 90 that he often teaches classes for other users, especially on leveraging user-defined fields. "Our reseller was amazed when they saw how much I've been able to do with Crystal Reports and Sage MAS 90, things they didn't even know were possible," he says. "I've written about 300 reports with subreports for things like sales during a similar period in previous years. I can often write an original report faster than I can locate a canned one. If my boss asks for a particular analysis, I can e-mail it to him before he even gets back to his office. I've also customized our sales order form, complete with our logo and watermark, so it looks very distinctive."

### Substantial Savings

When asked whether Component Concepts has experienced bottom-line benefits from using Sage MAS 90, Sippel laughs. "I can't believe what a great return we're getting on our investment," he notes. "Overall efficiencies have increased by 50 percent in sales and receiving because of Sage MAS 90. We're saving at least 20 percent on staff in shipping. The time it takes to reorder materials is down by 25 percent, thanks to a customized report, and inventory is down 22 percent in just six months."

He attributes other benefits to the custom master developer work provided by his Sage Software business partner.

"Sage MAS 90 is an extremely powerful tool," Sippel says. "And I've only learned how to use about 70 percent of it so far. Once you've learned how it works, it's a dream to use. For a distributor, Sage MAS 90 is the best software I've ever worked with."

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