

CUSTOMER SUCCESS



Hauser Chocolatier: Sweet Recipe for Success With Sage Software

By definition, fine chocolate is decadent. But, Hauser Chocolatier strives to go one step further, “beyond traditional gourmet,” to offer “truffles redefined.”

Founded by Swiss-born Ruedi Hauser, Sr., a former luxury-liner chef patissier and confiseur, Hauser Chocolatier has been featured in Bon Appetit Magazine. Made with fresh cream, and a blend of select, premium chocolate, Hauser chocolates are often called the world’s most distinctive truffles. The company is now led by Rudi Hauser, Jr., a certified master chocolatier.

Out with the Old

Old-world quality may be great for a chocolate manufacturer, but old-style business systems are not. Hauser Chocolatier learned this the hard way, struggling for years with outdated DOS-based accounting software.

“The manufacturer had been sold several times, and nobody supported the software anymore,” says Rudi Hauser, Jr., president. “Nothing was integrated. We had to reenter data over and over, causing errors. We needed a seamless flow of information, all the way from order entry through shipping. We also needed flexibility to accommodate our unique price structure. After looking at many different accounting systems, we discovered Sage MAS 90 ERP.”

Benefit of Many Modules

Today, Sage MAS 90 manages all business functions for the chocolate manufacturer. “It is our basic accounting package, and much more. Our accountant uses almost all of the accounting-related functions in Sage MAS 90. The Purchase Order module tracks raw materials coming in. We also use the module as a work order system, since we generate materials in-house that we later use ourselves in manufacturing,” says Hauser.

The Inventory Management module helps the company with production planning. “The system tells us what we have in stock. We no longer have to run out to the warehouse to check quantities when a customer places an order,” Hauser notes.

Customer:

Hauser Chocolatier

Industry:

Chocolate manufacturer

Location:

Westerly, Rhode Island

Number of Locations: One

Number of Employees: 20

System:

Sage MAS 90

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order
- ACT! by Sage
- Business Alerts
- Credit Card Processing Custom Office
- Extended Solution
- Sage FAS
- FRx
- StarShip



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CHALLENGE

Stand-alone DOS-based accounting software did not integrate with other systems, perform inventory tracking, or automate shipping.

SOLUTION

Sage MAS 90 with suite of financial, manufacturing, customer relationship management, and import utility modules.

RESULTS

Time to process orders cut by 75 percent; company handles 20 percent more orders with same shipping staff; bank reconciliation time cut in half.

Hauser recently implemented an Extended Solution import utility for the Sales Order module. “The utility ties our Web site to Sage MAS 90, and makes all orders available on our servers,” he says. “With just a few keystrokes, we can download and import as many as 50 orders at once—in the time that a single order would take. Customers determine their shipping preferences on the Web site, and the data goes immediately into the system, saving even more time.”

ACT! by Sage

“We use ACT! by Sage to manage our customer relations,” Hauser continues. “It tracks all customer contacts, including ordering and telemarketing. Keeping detailed notes allows us to give more personalized service. No matter who speaks with a customer, we know their typical order. This is particularly useful for wholesale accounts.

“ACT! by Sage integrates with the Sales Order module, so we place orders while still on the phone. The order flows directly to shipping, and is either set aside for custom processing, or is shipped right away for off-the-shelf items,” he adds.

Streamlining with StarShip

Hauser Chocolatier uses the StarShip module to automate its shipping department. StarShip receives data directly from Sage MAS 90, and generates shipping labels and bills of lading. “Because StarShip eliminates redundant data entry, it helps us avoid mistakes. For example, one of our vendors sent us three different deliveries last year intended for someone with a similar name. We don’t have those kinds of problem anymore, thanks to Sage Software.”

StarShip has resulted in dramatic efficiencies. “Our order processing time has been cut by 75 percent. We’ve increased order volume by 20 percent in the last three years, and have not had to add new staff, thanks to StarShip,” Hauser says.

Rapid Reconciliation

“When our business partner urged me to get the Bank Reconciliation module, I resisted. After all, reconciling your bank statement is fairly simple. But after trying the module, I was pleasantly surprised. It easily cut reconciliation time in half.

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Launching the new Sage MAS 90 system went smoothly. “I’ve done several system implementations before, and this was one of the fastest and easiest. Within a month, we had cut over completely, and were 100 percent live on Sage Software. Credit goes to our business partner, who is so good that we rarely see him. If something needs attention, he solves the issue remotely.”

The biggest and most significant improvement from adopting Sage Software, however, has come from company-wide integration. “It makes life so much easier to have all of our disparate functions tied together at last,” notes Hauser. “Information flows from one module to the next without us even noticing—exactly the way we wanted.”

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