

CUSTOMER SUCCESS



JMA Promotions Sews Up Savings With Sage MAS 90

Need a shipment of polo shirts embroidered with your company for the annual golf tournament? How about teddy bears wearing your bank's name for customers opening a new checking account, or branded briefcases for your next trade show?

"Relax. We're taking care of it," says JMA Promotions, a Cleveland, Ohio-based distributor specializing in event-specific ideas and programs to reinforce brand attributes. JMA works with major companies like 3M, BIC, Cross, Leeds, Cutter & Buck, and Nike. It ranks in the top five percent of all promotional firms nationwide, with its own warehouse, fulfillment, and embroidery capabilities.

Warehouse Woes

It is the warehouse that caused JMA to reevaluate its existing business management software. The system did not offer sufficient inventory management capabilities that were necessary. Inventory was still tracked by hand, on papers stored in books. "Our software was definitely showing its age," comments Terry Sawyer, CMA and vice president of operations. "We needed more horsepower."

JMA reviewed many different software packages, and selected Sage MAS 90 ERP after viewing an online demo by their reseller. "Sage MAS 90 offered all the capabilities we wanted," Sawyer says. "We were able to start with a base package, and then expand the system as other opportunities presented themselves."

Seamless System

JMA uses Sage MAS 90 to manage two major areas of its operations: program business and special orders. A typical program order begins with a Sage MAS 90 purchase order, which is faxed to the vendor. The vendor sends a shipment, which is received at JMA with the Purchase Order module, and is automatically entered into Inventory Management. For special orders, a similar process is followed except that vendors usually drop-ship orders directly to end-customers.

Customer:

JMA Promotions

Industry:

Promotional Item Distributor

Location:

Cleveland, Ohio

Number of Locations: One

Number of Employees: 17

System:

Sage MAS 90

- Accounts Payable
- Accounts Receivable
- Business Insights Dashboard
- General Ledger
- Inventory Management
- Library Master
- Purchase Order
- Sales Order



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CHALLENGE

Legacy software was slow, lacked drill-down capabilities, and required manual "work-arounds" for inventory management.

SOLUTION

Sage MAS 90 with complete suite of financial and inventory management modules.

RESULTS

Real-time inventory eliminated manual processes, improved customer service; "enormous" labor savings and improved reporting from Sage MAS 90.

On the sales side, customers create most orders on the JMA Web site, which ultimately gets posted to the Sage MAS 90 Sales Order module for shipment processing. After the order is picked and shipped, Sage MAS 90 automatically updates quantities in the Inventory Management module. The Accounts Receivable module monitors receivables and processes invoices, while the Accounts Payable module creates cash requirement reports to select what is being paid on a weekly basis.

“One of the best things about Sage MAS 90 is the way all the modules integrate together,” says Sawyer. “You can extract information from a single point of entry, without having to access each module separately. For instance, if you start within the Sales Order module, it’s easy to drill down to Purchase Order, and from there to Inventory Management. This cuts a great deal of labor when processing orders and tracking purchases for vendors.”

Less Legwork

“We’ve seen enormous improvements since switching to Sage MAS 90. For one thing, we now have real-time inventory, and no longer have to look up inventory items in binders. This means that we know exactly what items are in stock or on back-order at any given moment. Our customer service representatives can give accurate status information to customers, letting them know when items will be available,” says Sawyer.

“We can search the system-specific items, do an inventory inquiry, and inform customers that their order will be here next Friday, for example,” he adds. “Our customers really appreciate the improved communications.”

Two-Stage Rollout

The company is currently working on implementing a second stage of automation with Sage MAS 90, with a custom link to its Web site. “The software will populate each order with most of the data necessary for processing. This will relieve our customer service people of most of their data entry tasks. We’re really looking forward to having this capability, and foresee it saving us a lot of time,” Sawyer notes.

Sawyer appreciated the help he received during implementation from his Sage Software business partner. “We made a conscious

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decision to take operational risks when bringing up the system,” he says. “Our reseller was willing to identify what those risks were, and then worked with us step by step through the rollout. They went way beyond just installing software. Instead, they assessed our options from a business perspective, and were supportive when we wanted a phased implementation.”

Stitch-in-Time Reports

“Sage MAS 90 allows us to roll up our data and create monthly financial statements just a few days after the end of the month,” Sawyer continues. “Reporting is now very easy, and we have reliable, timely data to make wiser business decisions.”

One more recently added capability allows JMA’s UPS® system to pull customer information directly from Sage MAS 90. This eliminates yet another point of data entry, and cuts down on shipping errors.

“Although it would be difficult to put numbers on improvements, we have definitely experienced increased efficiency and better customer service levels because of switching to Sage MAS 90,” says Sawyer. “We would never go back.”

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