

CUSTOMER SUCCESS



Kasco Greases Wheels of Sales Force With Sage MAS 200

Any auto mechanic knows BG Products, manufacturers and worldwide distributors of specialty lubricants, greases, chemicals, and service equipment. BG products are sold through a network of independent distributors, each with an exclusive marketing area. One such distributor, Kasco, has a territory comprised of Maryland, Virginia, and Washington D.C.

Kasco sells fuel and transmission additives and equipment such as transmission flush machines to gas stations and private repair shops. Another key market is dealerships' service departments. The company advertises widely on both television and radio, and its products are endorsed by the local auto maintenance guru.

Tuning Up the Sales Pipeline

Kasco wanted to automate its sales force, currently 20 strong. When salesmen visit customers, nine times out of ten they have the required products in their van. It makes sense, therefore, to deliver an invoice at the point of sale—to avoid duplicate data entry at the head office and speed up the revenue stream.

For 10 years the company had been happy using Peachtree by Sage as its business software. But it needed an application that would integrate with the Route Management System (RMS) on its salesmen's hand-held computers. Other BG distributors used an interface between Sage MAS 200 and the RMS designed by Quality Data Products, a Sage Software licensed developer. Kasco implemented the interface, migrated to Sage MAS 200, and now has an end-to-end system with complete accounting, inventory management, and field sales reporting capabilities.

All Systems Go with Sage MAS 200

Kasco's new system is an enviable combination of in-house sophistication and full-featured mobile access. Salesmen generate invoices using a printer in their van and present them to the customer. They download the information to headquarters using a modem or phone line, either on-site or from their home at night. This has eliminated the need for an accounts receivable clerk doing data entry of sales tickets.

Customer:

Kasco

Industry:

Distributor of BG Products

Location

Temple Hills, Maryland

Number of Locations: One

Number of Employees: 35

System:

Sage MAS 200

- General Ledger
- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- FAS Asset Accounting
- Custom Office
- Visual Integrator
- Business Alerts
- Purchase Order
- Sales Order
- Inventory Management
- Bill of Materials
- Bar Code
- Material Requirements Planning (MRP)



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CHALLENGE

Upgrade to an automated, end-to-end system with complete accounting, inventory management, and field sales reporting capabilities.

SOLUTION

Sage MAS 200 financial and distribution modules in conjunction with a Route Management System (RMS) application.

RESULTS

Streamlined automation from A to Z; Real-time data flow with RMS mobile access; Informed and effective sales force; Easy, flexible AR and bank reconciliation; 90 percent cut in data entry time; Precise inventory control.

"Before, we weren't always getting data from the sales tickets in a timely manner," explains Dina Moyers, controller for Kasco. "We were at the mercy of the salesmen, obtaining information only when they decided to drop off tickets. Now with Sage MAS 200 we have live information, and we know exactly what has been sold, to whom, by whom, and when. We're easily saving 90 percent of the time previously spent on data entry."

Salesmen can pull up customer data on a daily basis. When they visit an account, they know the credit status without having to place a call to the head office, and they can give friendly reminders about payment, and avoid further transactions with delinquent accounts when necessary.

Accuracy has improved in other areas too. The Sage MAS 200 Purchase Order module verifies data between inventory and purchases, double-checking vendor billings. The system ensures that items are posted to the correct customer account, flagging mistakes for immediate correction. Addition errors are a thing of the past. Even tax is calculated automatically.

"Sage MAS 200 has been a terrific time saver for us," Moyers comments. "We no longer have to establish separate companies, one for accounts receivable and the other for the warehouse. Now we just have different divisions within a single accounts receivable system, for streamlined allocation to general ledger accounts. It has made financials much easier to prepare."

One feature of the Bank Reconciliation module that Moyers likes is the flexibility to establish cut-off dates for end-of-month reports. She can enter transactions without worrying whether the bank account has been reconciled yet, knowing that future transactions will be recorded properly. She also appreciates using Sage MAS 200 to export data into other programs like Excel, so she can reformat price lists or create reports using familiar tools.

"We thought Peachtree by Sage was great," says Moyers. "But we really didn't know what we were missing until we automated the sales force and powered up with Sage MAS 200."

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