

## CUSTOMER SUCCESS



## Prime Lube, Inc. keeps the gears in motion with Sage MAS 90

Prime Lube, Inc. sells a complete line of conventional petroleum and specialty synthetic oils and greases to service stations, car dealerships, power facilities, food processing plants, and many other industries throughout the New York metropolitan area. Back in 1992, in the early days of Prime Lube, the company implemented Sage MAS 90 ERP as its accounting and operations solution. Today, Prime Lube—five times larger than in 1992—continues to rely on the Sage MAS 90 to keep its finances accurate and up-to-date.

“I’ve always liked that Sage MAS 90 is an integrated accounting system, with strong controls and tight security,” says Ed Ross, treasurer of Prime Lube. “Throughout our growth over the past decade and a half, the software has easily kept pace and continues to be a good solution for us.” Ross also appreciates that recruiting new employees who are trained on the software is relatively easy, thanks to the longevity and reputation of the widely-used Sage MAS 90 solution.

### Delivering on its Promises

In a highly competitive industry and geographic area, Prime Lube helps distinguish itself with its personalized, professional service. Prime Lube’s fleet of 20 trucks delivers its products directly to customers. Most orders are placed over the phone, with customers often requesting the same mix of products they have ordered in the past. Ross says that the customer purchase history recall feature in the Sage MAS 90 Sales Order Entry module makes it easy to fulfill these orders. “When people say, ‘give me what I had last time’, we can just pull up their history and add those items to the current order—using the current price,” explains Ross. “It saves a lot of data entry time, and helps us provide fast and personalized service.”

Many of Prime Lube’s customers have large holding tanks of the lubricants they use in their operations. As a convenience to its customers, Prime Lube regularly monitors and refills these tanks, ensuring a uninterrupted supply. To better predict when a tank will require topping off, the company’s local Sage Software Business Partner, a Master Developer for Sage MAS 90 software, developed and implemented a custom solution that predicts customers’ product consumption based on past purchase history.

### Customer:

**Prime Lube, Inc.**

### Industry:

Distribution of Petroleum Lubricants

### Location:

Carteret, New Jersey

### Number of Locations: 2

### Number of Employees: 48

### System:

#### Sage MAS 90

- General Ledger
- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bar Code
- Inventory Management
- Purchase Order
- Sales Order



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### CHALLENGE

Prime Lube runs a busy operation in an industry known for its ever-changing pricing platform and strong competition. The company requires business management software that helps it react quickly and remain lean and competitive.

### SOLUTION

Since 1992, Prime Lube has relied on Sage MAS 90 as its accounting and operations solution. As its needs change over the years, it adds modules or customizes the solution to meet its specialized requirements.

### RESULTS

Sage MAS 90 expands to meet the fast-growing company’s needs. The software facilitates rapid responses to volatile pricing, streamlines overall operations, and its financial and management reports help the company continue to function optimally.

The software automatically creates a new sales order for the customer, ensuring Prime Lube's trucks are dispatched promptly. "This saves us an enormous amount of work, and ensures our customers are well supplied," says Ross, "The fact that this kind of development is possible within the software is a big part of the reason we're so loyal to our Sage MAS 90 software."

### Cash Flow and Profitability

To facilitate prompt payment, each customer's accounts receivable aging is printed on the copy of the order that Prime Lube drivers leave with the customer. "Our dispatcher monitors this aging data as the deliveries are scheduled," says Ross, "If they see an account falling behind, they can work to coordinate payment with the delivery."

Profitability reports are produced daily as part of the shipping and invoicing process. Ross says, "I review the reports every day. They show me the day's gross margin and keep me well informed. If something doesn't look right, I am able to react quickly."

### Pricing and Purchasing

Due to the instability of petroleum prices, Prime Lube must frequently adjust the pricing of its products. Price change utilities within the software make it easy to adjust item pricing by a percentage, an amount, or a specified markup from cost. "Petroleum costs change so frequently, we would spend way too much time trying to adjust prices manually — with Sage MAS 90, we can change the pricing on our 3,000 items in just a minute or two," Ross reports.

The Sage MAS 90 Inventory Management and Purchase Order modules streamline Prime Lube's entire purchasing process. The software will automatically generate a new purchase order when an item reaches its reorder point — a level predetermined by the company. "We strive to run a lean operation," explains Ross. "It's expensive to overstock, so we're careful to keep just what we think we'll need on hand, and the Sage MAS 90 Inventory module helps us do that."

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### Scalable Solution

In the coming months, Prime Lube plans to implement a bar-code solution across its two warehouse locations. Sage MAS 90 is ready — with its built-in bar code printing functionality, and the Bar Code module.

"When we've needed additional capabilities over the years, we've typically been able to add that capability within the Sage MAS 90 solution," says Ross.

What keeps Prime Lube loyal to its Sage MAS 90 accounting solution through the years? "The software operates trouble-free for us," concludes Ross. "It provides an excellent platform for us to build on, adding modules, or incorporating customized solutions. Over the years, it's grown with us and continues to meet our ever-changing needs."



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