

CUSTOMER SUCCESS



Strike King Reels in a Whopper With Sage MAS 200

Wild Thang, Bo-Hawg and Tube Lizard are just a few of the best-sellers from Strike King Lure Company. Featured on national TV shows including Strike King's One More Cast, The Bass Class, Barry Stokes' Outdoor Trails, and several other ESPN/ESPN2 programs, Strike King's lures are anglers number one choice. Strike King's sponsored fishing professionals have been consecutive winners of various Angler awards and five of the recent BASS Master's Classics winners use Strike King lures exclusively.

Strike King also produces buzzbait and jig lures, plastic crankbaits, silicone lures, foam lures, some pork lures, catfish baits, and sunglasses. All of which can be found in tackle shops and major sporting goods stores across the country, including Academy Sports, Maurice's Sporting Goods, Wal-Mart, Galyan's.

Fishing for an Upgrade

In 1992, Strike King decided it was time to modernize its business systems. They dumped an old XENIX-based package and installed Sage MAS 90 ERP with Payroll capabilities, gradually adding modules as operations became more complex. Soon they were running all of their accounting and inventory control functions through Sage MAS 90.

By 1997, Strike King had doubled in size and foresaw more growth. Upgrading to Sage MAS 200 ERP client/server architecture was a logical answer—it would give them the speed of a UNIX platform with the flexibility of Windows NT. They'd be able to handle increased business needs and improve functionality and task distribution without adding hardware.

A Trophy System

Kitchens raves about Sage MAS 200. "It's the best thing since sliced bread," he says. "We run our entire business with Sage MAS 200, from EDI ordering down to shipping and timecard processing. Best of all, Sage MAS 200 works the way we do—so we don't have to modify our operations at all."

Customer:

Strike King Lure Company

Industry:

Fishing lure manufacturer

Location

Collierville, Tennessee

Number of Locations: One

Number of Employees: Two

System:

Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- Business Alerts
- Crystal Reports
- Custom Office
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Material Requirements Planning (MRP)
- Payroll
- Purchase Order
- Return Merchandise Authorization (RMA)
- Sales Order
- Visual Integrator
- Work Order

CHALLENGE

Upgrade to client/server architecture to accommodate increased business needs and permit greater functionality and distribution of tasks without adding hardware.

SOLUTION

Sage MAS 200 financial, distribution, manufacturing and StarShip modules.

RESULTS

Comprehensive, strategic business management; streamlined automation from a to z; doubled throughput without increasing staff; reduced incorrect shipments by 30%; \$40,000 projected savings in shipping.

Streamlined automation begins in Strike King's receiving department. The Inventory Management module barcodes incoming goods, verifies against Purchase Order data, tracks items put into stock, sends notification to the Accounts Payable module, and creates a transactional history report if any discrepancies arise.

Sage MAS 200 also enables Strike King to take customer orders electronically over an EDI and import data directly to the Sales Order module. The production scheduler determines percentages of orders to be released from inventory, and creates a daily fill rate report. Inventory is prioritized based on pre-programmed criteria. The system barcodes a picking ticket for warehouse staffers, so orders can be pre-staged for delivery using StarShip, an automated shipping and invoicing module. Sage MAS 200 Shipping Data Entry flags orders with errors, so problems can be corrected before shipment.

"When you've got thousands of individual part numbers, it's awfully easy to pick the wrong color or size," says Kitchens. "Sage MAS 200 Shipping Data Entry has reduced our incorrect shipments by about 30 percent. This alone will save us at least \$40,000 in the first year in invalid shipping cost."

StarShip feeds data to the invoicing system, prepares shipping labels for UPS®, Fed Ex, and truck line shipments, and maintains appropriate tracking numbers. No more plowing through piles of paper to trace a shipment. Information is easily located by customer or by shipping order. Kitchens plans to add advanced shipping notices (ASNs) to the StarShip option for automated e-mail order confirmations and delivery date estimates.

Kitchens uses the Bill of Materials and Material Requirement Planning (MRP) modules extensively. "We run MRP based on an annual forecast by item by month, so we know a year in advance exactly what we'll need. This is fantastic for a seasonal business like ours, where we have to purchase some items with a six-month lead time." He also uses the module to tweak forecasts and adjust purchasing patterns.

"Sage MAS 200 is slicker than greased lightning!" Kitchens says. "Since installing it, we've doubled our throughput capability with about the same number of employees as in 1995. How cool is that?"

*"Sage MAS 200 is slicker than greased lightning!
Since installing Sage MAS 200 we've doubled our
throughput capability with approximately the same
number of employees as in mid-1995."*

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