

CUSTOMER SUCCESS



Real-Time Wireless Data Access, Rock-Solid Online Efficiencies for NuStone

NuStone Distributing occupies a unique niche in the world of home building materials. The company serves as a hub for state-of-the-art countertop sheets from New Mexico, Korea, and Israel—high-end materials sold to countertop fabricators in a seven-state territory. The fabricators provide finished countertops to home improvement warehouses, builders, and consumers.

Just seven years ago, former countertop fabricator Mike Guthrie heard of a product line needing representation. He seized the opportunity, founded NuStone as a one-man operation, and gradually added more product lines as they became available. His 70-hour work weeks bore fruit, and his company now boasts an impressive \$8 million a year in sales.

Key to Myriad Efficiencies

Raw sheets of countertop material come with serial numbers, for perfect color matching in installations. NuStone needed a new business system that would let them to track these numbers, and store them for easy access when customers needed more material.

“We got Sage MAS 200 ERP initially because of its ability to help us with serial numbers,” says Mike Guthrie, NuStone’s president. “Then we discovered the product’s full capabilities. Now we use it to run practically everything.”

The Sage MAS 200 e-Business Manager module illustrates how the system transformed NuStone’s operations. As soon as the module was in place, Guthrie started offering discounts for online orders. Today 70 percent of all NuStone orders are placed over the Web. “Our sales grew 150 percent last year, and we were able to handle the increase without adding staff. In fact, with just one person in customer service we’re taking more than 30 orders a day—all because we’ve got e-Business Manager.”

Instant Access to Customer Data—Anywhere

Another big pay-off of choosing Sage MAS 200 has come from innovative customer relationship management (CRM) applications. Using a Palm VII, NuStone sales representatives can dial into Sage SalesLogix Sales, an industry-leading CRM application, from Sage Software, integrated with Sage MAS 200.



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Customer:

NuStone Distributing, Inc.

Industry:

Solid surface distributor

Location

Nashville, Tennessee

Number of Locations: One

Number of Employees: 17

System:

Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Business Alerts
- Crystal Reports®
- Custom Office
- Dynalink
- e-Business Manager
 - .store
 - .inquiry
 - .order
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Return Merchandise Authorization (RMA)
- Sales Order
- Sage SalesLogix Sales

CHALLENGE

Edge out competition with automated inventory, empower sales force, and enhance e-commerce capabilities.

SOLUTION

Sage MAS 200 with Sage SalesLogix Sales, Business Alerts, e-Business Manager, and Return Merchandise Authorization.

RESULTS

Sales grew 150 percent in one year without additional staffing; overall efficiencies increased at least 50 percent; e-Business Manager and Sage SalesLogix helped to automate the sales process.

"We bought Palms for all of our reps, and our reseller created a custom interface for us," Guthrie explains. "Now reps have dial-in access to the system database anytime they need it. They can even request a price sheet, data sheet, or brochure, and it will be immediately faxed or e-mailed to their customer. This puts us way ahead of our competitors, and no doubt contributes to our rapid expansion."

Proactive Communications

NuStone uses the Business Alerts module to send automated e-mails each day to sales representatives detailing invoices shipped during the day. "Our reps really appreciate the alerts, because they know exactly what's going on with all of their orders," says Guthrie. "They can be much more responsive to customers, particularly if there's a large order coming through." He also set up Business Alerts to notify him when accounts become more than 60 days overdue, so he can get on the phone and make sure payments are forthcoming.

Further benefits from automation come from the Credit Card Processing and Return Merchandise Authorization (RMA) modules. The RMA module automatically provides inventory data on returned materials, eliminating cumbersome manual procedures. "The result is a significant savings in both time and expenses, contributing to improved customer satisfaction," says Guthrie. Rather than using a physical credit card machine and rekeying information into the business system, Credit Card Processing automatically authorizes sales orders, even before they close, and stores card numbers for future reuse. Not only has this cut ordering time, but it has also made customers happier.

"Sage MAS 200 increased our efficiencies by at least 50 percent," says Guthrie. "I've been able to cost-justify the investment in two years time. e-Business Manager is like icing on the cake. None of our competitors have real-time e-commerce. So e-Business Manager has definitely put us way ahead of the pack."

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