

CUSTOMER SUCCESS



Silk Botanica Blossoms Beautifully With Sage MAS 200

You bend over a stunning bouquet of roses, so fresh-looking that you can't resist touching and smelling. Surprise! They're botanically correct artificial flowers, created by expert permanent floral artists for Silk Botanica in San Francisco.

Silk Botanica sells premium-quality permanent flowers, foliage, and decorative accessories to fine retailers across the country and at an international showroom. Its designers travel extensively to study floral and fashion trends. Then, they develop a cohesive line that includes coordinating candles and containers. Their goal is that each flower be perfect, from stem length to the slightest variations in color, for lasting beauty.

Branching Out

Silk Botanica began small in 1995, when Allen and Nancy Tong started importing a limited line of stems. Peachtree by Sage was an ideal accounting package at the time, providing a simple yet effective set of business tools well-suited for the start-up.

Then the Tong's rosiest business dreams came true, bringing year after year of expansion. The company hired as many as 20 employees, created a network of independent sales representatives across the nation, and saw revenues soar to more than \$10 million. With the addition of a full warehouse and complex shipping requirements, Silk Botanica needed to power up its business system capabilities. After checking out several different applications, they decided on Sage MAS 200 ERP because of its ability to handle future expansion, robust feature set, and tightly integrated modules—and most importantly it allowed them to stay within the Sage Software family of products.

Big and Strong, Stable and Fast

Automation through Sage MAS 200 has transformed operations at Silk Botanica, cutting order processing time by 25 percent. When a customer calls with an order, a Silk Botanica representative enters data directly into the Sales Order module. Sage MAS 200 prints a pick sheet, releases inventory, calculates commissions, updates warehouse information, manages shipping, creates invoices, and tracks collections data. Inventory can now be sorted in multiple ways, including by product line, for improved warehouse management.

Customer:

Silk Botanica

Industry:

Importer and distributor of decorative accessories

Location

San Francisco, California

Number of Locations: One plus three showrooms

Number of Employees: 20+

System:

Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Custom Office
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order
- StarShip
- Visual Integrator

CHALLENGE

Upgrade to a robust, integrated system that can handle complex warehousing and shipping requirements and easily accommodate continued growth.

SOLUTION

Sage MAS 200 financial, distribution and StarShip modules.

RESULTS

Streamlined automation from A to Z; seamless integration and data flow; easy, instant searches; 25 percent cut in order-processing time; improved warehouse management; enabled owner to focus on the big picture.

Several Sage MAS 200 modules were customized by the reseller with user-defined fields for information like commission details. This was necessary because Silk Botanica has an intricate commission structure, where figures can vary depending on hitting dollar targets or making sales at a show.

“We like the flexibility we get with Sage MAS 200,” says Mimi Odell, account manager with Silk Botanica. “We can do a sales order and invoice later. Or, we can go straight to entering an invoice, saving the time of doing a sales order. Plus, it’s possible to look things up a billion different ways. You try a search, having no idea if you’re using the right approach. Low and behold, it works.”

Odell says the system was very easy to learn. “We were using it just a few days after implementation, partly because the modules function in similar ways. If you’ve mastered one module, you can easily transfer that knowledge to another one.”

An added benefit of converting to Sage MAS 200 has been extra time for one of the owners, who formerly had to come in every weekend to work on the computer systems. Now he can devote more hours to other projects.

Silk Botanica is poised to launch StarShip, a Sage MAS 200 shipping module, to automate the entire shipping process. This will help accommodate continued corporate growth.

“Everyone here wears a couple of hats,” says Odell, “something that is made possible by Sage MAS 200. It’s a product that’s big, strong, stable, and fast. Because of its efficiencies, we can operate the company with little or no fat.”

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