

MAS 200

CUSTOMER

U.S. Kids Golf

www.uskidsgolf.com

CORPORATE PROFILE

Type of Business

Children's golf equipment

Number of Locations

One

Number of Employees

50+

Size

Sales in 40+ countries

SYSTEM PROFILE

Computer System

- Microsoft Windows NT
 - Microsoft Windows workstations
- Users on system: 24

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- DynaLink
- General Ledger
- Inventory Management
- Purchase Order
- SalesLogix Sales
- Sales Order
- Visual Integrator

MAS 200 Wins the Cup at U.S. Kids Golf

Starting young wasn't easy for pint-sized golfers in the past. Clubs were unwieldy and heavy for children — as Dan Van Horn discovered when he tried introducing the game to his own kids. So he formed U.S. Kids Golf in 1997, providing special lightweight clubs so youngsters could develop a smooth, natural swing, have more fun, and establish a lifelong love for the game.

Time to Advance to the Masters

Van Horn's Ultralight and Performance Light Kidsklubs were instant hits on fairways around the world, and U.S. Kids Golf grew more than 60 percent each year. Pro shops and other retailers were clamoring to place orders. It soon became apparent that to stay out of financial sand traps, the company would need a professional-quality accounting system. MAS 90 was the obvious choice due to its reporting flexibility, and the fact that it offered multiple warehouse tracking in the Inventory Management module.

Even the most optimistic forecasts couldn't have predicted U.S. Kids Golf sustained explosive growth. Thus no one



could have known the company would soon need an even more powerful system than MAS 90 running on PC technology. Within two years it was time to advance to the masters by upgrading to Windows NT and migrating to MAS 200. It was also time to add a new SalesLogix Sales system for managing sales.

Par Excellence

MAS 200 has proven to be robust enough for all of the U.S. Kids Golf business needs, including traffic from two dozen application users. "It's remarkably stable," says Candy Cady, director of systems. "We have had

CHALLENGE

Replace outgrown system with a robust system that can accommodate explosive growth, provides reporting flexibility and the capacity to manage multiple warehouses.

SOLUTION

MAS 200 and financial and distribution plus SalesLogix Sales modules.

RESULTS

Operation-wide system integration; Streamlined automation of business processes; Enhanced efficiency throughout; Immediate, single-screen access to critical account data; Comprehensive reporting capabilities.

“MAS 200 and SalesLogix Sales integrate perfectly to provide the comprehensive functions we need in one package. The system covers every area for us.”

*Candy Cady
Director of Systems
U.S. Kids Golf*

literally no corruption of data, no damaged records, and no processing failures.”

Cady likes the comprehensive reporting features and the ease of adapting reports for new purposes. “I did a training program this week for new employees from many departments,” she explains. “I demonstrated how to go into MAS 200 and select information by salesperson to create a sales report. Then I selected by shipping date to create a shipping tool. By picking item numbers, I made an inventory tool. Everyone was totally amazed by what the system could do.”

By integrating with the powerful, stable back office accounting and distribution capabilities of MAS 200, SalesLogix Sales became the perfect vehicle to improve the company’s front office sales activity and customer satisfaction, while enhancing productivity.

SalesLogix Sales is a customer relationship management application for managing, forecasting and reporting all phases of the sales cycle. The combination of SalesLogix Sales and MAS 200 automates key activities like account and opportunity management, quote and proposal generation and scheduling.

U.S. Kids Golf tracks everything from invoicing to sales preferences, all in one easy-to-access location. Before outbound salespeople make a call, for instance, they know if the customer spoke with shipping or accounting the day before, and how any issues were resolved.

“When a salesperson investigates a particular account, they have virtually 70 percent of the information they’ll ever want on a single screen,” says Cady. “What’s the customer’s credit limit? What did they order in sales last year? We have it all right there, saving an incredible amount of time. Our people love it because of the insights they obtain about our customers.”

All it took was one hour of training before Cady’s team was comfortable using SalesLogix Sales. “These aren’t technical people, yet they were not intimidated by the software,” she comments. “This speaks very well for the program.” The transition to SalesLogix Sales was uneventful, too. “Because of the way MAS 200 uses Visual Integrator to check the integrity of data, we have been protected from import/export problems of any kind,” says Cady.

To Cady’s surprise, the senior management team was first to embrace SalesLogix Sales, in part because they could use it as an individual calendar to schedule their time better. For example, the national sales manager created a Palm Pilot group so he can upload and download personal and business contacts automatically no matter where he is.

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