Faster Fine Furniture From Craftique With Sage 100 ERP

The rich, warm tones of solid mahogany for the most elegant dining rooms and bedrooms. Custom-made pieces that range from 18th century to transitional styling. Heirloom-quality manufacturing, so furniture is treasured from one generation to the next. These are all reasons that loyal customers ask for Craftique furniture by name, a proud family-owned tradition since 1945.

Unlike most of its competitors, Craftique adapts individual items to customers' exact specifications. Customers order through high-end furniture stores, selecting details such as post, headboard, foot, and drawer pulls, and finish to fit their décor. While each product is unique, suite components are made simultaneously for greatest consistency and premium quality control.

The Challenge

A change of management at Craftique in 1997 prompted a thorough operational audit. The existing business software was clearly inadequate, especially with major growth on the horizon. The firm's CPAs recommended Sage 100 ERP,* offered through an expert reseller. The reseller showed Craftique how it could start with basic accounting functions and then add on other financial and business modules as warranted in the future.

Crafting the Best Solution for Success

It was a good thing that Craftique brought in Sage 100 ERP when it did. The company's sales more than doubled in just three years, and having powerful business systems in place was crucial to success. This explains why Craftique was quick to acquire the Sage 100 ERP Bill of Materials, Material Requirements Planning, and Inventory Management modules—and more recently e-Business Manager and Business Alerts. "I like the fundamental logic behind Sage 100 ERP," says Craig Shoemaker, president of Craftique. "Because all the modules function in a similar manner, the system has been very easy to learn. Seamless integration between modules is also a big plus."

*Sage 100 ERP was named Sage ERP MAS 90 when Craftique, LLC initially implemented this solution. The product names have been updated in this case study to reflect current naming.

Customer
Craftique, LLC

Industry
High-end furniture manufacturing

Location
Mebane, North Carolina

Number of Locations
One

Number of Employees
95

System
Sage 100 Standard ERP

Challenge

Replace the inadequate accounting system with one that offers the power and flexibility to evolve as the company does.

Solution

Sage 100 ERP financial, distribution, manufacturing, e-Business Manager, and Business Alerts modules.

Results

Improved operational accuracy and efficiency; 24/7 online customer access to order information; immediate shipping information delivered to sales reps electronically; provided the power and flexibility for growth.

Shoemaker comments that the Sage 100 ERP system has given Craftique much greater control over its business. Reports on elapsed manufacturing time, inventory information, and delivery statistics have improved efficiency dramatically. "Increased accuracy has resulted in lower lead times, giving us an important competitive edge." To his delight, Shoemaker also found that order size has jumped since adopting the new system.

The well-heeled clientele who purchase Craftique's products often call their furniture store for delivery updates on weekends, when Craftique is closed. Sage 100 ERP e-Business Manager has provided a welcome solution, allowing store representatives to check manufacturing and delivery status online whenever they like.

Better service was also the main reason behind Craftique's implementing the Sage 100 ERP Business Alerts module. No longer are territory sales representatives notified of orders by snail mail. Instead, information goes out automatically using email.

Craftique decided to install e-Business Manager just three days before its major annual trade show. Fortunately, Shoemaker had already set up JPEG files of inventory items and links to its Internet Service Provider (ISP) to speed the e-Business Manager installation process. The reseller launched the module without a single glitch. Shoemaker calls the resulting system "practically bullet-proof."

"With Sage 100 ERP and e-Business Manager we can give the appearance of being a much larger organization than we really are," explains Shoemaker. "We can provide superior service now, with 24/7 access to ordering information. This has proved to be an important strategic advantage for our positioning within the industry."

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About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers' needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 12,300 people and supports more than 6 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com or call 866-996-7243. Follow Sage North America on Facebook at: http://www.facebook.com/SageNorthAmerica and Twitter at: http://twitter.com/#!/sagenamerica.

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