



THE MONARCH BEVERAGE COMPANY

Since 1965, Atlanta-based Monarch Beverage Company has served a market for specialty soft drink brands like Dad's Old Fashioned Root Beer, Moxie, and Bubble Up. The New York Times has described Monarch's specialty drinks "as a sort of effervescent subculture, bubbling under the surface of the ruthlessly consolidated soda market." In 2003, more than 90 percent of the \$64 billion soda category



was controlled by the industry's big three

producers, but despite the big companies' best efforts to create a "carbonated hegemony," regional sodas like those distributed by Monarch have survived, and even thrived. Monarch currently produces and distributes more than 200 products in the carbonated, "New Age," and ready-to-drink beverage markets in 35 countries and some of the largest markets in the world, from the United States to Latin America, Asia, Africa and Europe.

Client Summary

Beverage Distribution

40 Employees Worldwide

Headquarters: Atlanta, GA

Blytheco Client Since 1993

Monarch Beverages, a Blytheco client since 1993, recognized the technology demands of their increasingly competitive industry, and in 2001, upgraded their Sage MAS 90 accounting system to MAS 200 to take advantage of the increased scalability and integration capabilities of the platform. Working closely with

Blytheco's Front Office Solutions team, they also implemented Sage

SalesLogix customer relationship management in an effort to gain control of their business processes and get an edge on the competition.

Monarch sells to over 200 wholesalers, brokers, and retail stores, often paying commissions to brokers. They need to distinguish between "full goods" sales for ready-to-drink products and sales of beverage concentrate to bottlers. It is important to track both the customer (a broker, for example) and the end-user (the customer who buys and drinks the product) for any particular shipment

in order to inform marketing efforts. Before the upgrade, most of Monarch's sales and order process was performed manually.

Salespeople negotiated contracts with customers, and communicated the details of these contracts to the

accounting staff on paper. These contracts might include rebates for customer advertising costs, free promotional materials for use at tradeshows or in retail stores, or simply discounts or account credit based on order volume. The accounting staff adjusted the customers' accounts accordingly and issued payments or credits to meet the contract requirements. However, no method existed for tracking these customer contracts and their profitability to the company, or avoiding data entry and communications errors. For example, overpayments and duplicate payments to customers were frequent.



System Profile

MAS 200 with: Financials, Distribution
20 Users

SalesLogix Advanced Sales Suite and
DynaLink

eBusiness Manager

Credit Card Processing

Integration with Web-Based EDI System



The customer agreements were not subject to any approval process, and the company did not have access to any data that would allow them to calculate sales margins, either by customer or by contract. Sales margins, which consist of the sales amount less costs of the goods and the marketing budget, are important in evaluating sales performance for the salesperson and for the company as a whole. Without details about the margin amounts, Monarch executives had no way of assessing the point during a customer relationship at which the company “breaks even,” or begins enjoying a profit from the customer relationship.

Blytheco consultants helped Monarch gain control of these important numbers by creating customizations in SalesLogix to make profitability tracking fast, easy and integrated. Salespeople now enter their relationship marketing budgets on a custom SalesLogix screen, and use custom reports to produce summaries for approval submission. These budgets are approved by management within SalesLogix, and automatically transferred to the accounting department for processing in MAS 200. Salespeople and managers can now accurately assess if the contracts relate to the budgeted amounts, and easily gauge the “break-even” point of profitability.

This process accomplishes several Monarch business goals. Most importantly, company executives can now assess the profitability of each customer, and adjust contract terms accordingly. Additionally, the terms of customer contracts are now met more quickly, leading to increased customer satisfaction, and accounts payable suffer from fewer finance charges due to late payments. Monarch is also now able to pay salespeople commissions based on performance, which was impossible with the former paper-based sales system. This incentive encourages them to have greater control over their work, and increases job satisfaction immensely. Salespeople have access to sales order reports from within SalesLogix, and they can now keep up with orders that are completed and anticipate commission payments accordingly. Using Dynalink, Sage Software’s integration tool for MAS 200 and SalesLogix, accounting data exports to SalesLogix automatically on a nightly basis. Monarch’s Project Manager says “Having happier salespeople has made all the difference - now they have the tools to act in their own and the company’s best interest!”

Monarch executives also benefit from more time to analyze and plan for the business. A data export created by Blytheco from SalesLogix to an external reporting application provides access to key business reports so that decisions can be made quickly. This improved analysis capability leads to more accurate cash flow planning for Monarch, as well as more strategic decision-making.

Monarch also took advantage of Blytheco’s system integration expertise. To streamline transaction processing using EDI (Monarch sells to retail outlets like Wal-Mart and Kroger), Blytheco integration specialists created an export using the Visual Integrator tool from the existing web-based EDI application to sales order processing in MAS 200. The import eliminates time-consuming data entry and improves accuracy in order processing.

As an additional benefit of this flexible, integrated system, Monarch system administrators are able to create their own simple customizations in SalesLogix so that the system continues to adapt to evolving business needs. They also rely on Blytheco for ongoing assistance when user needs become more complex. While Monarch Beverage Company will likely never dominate the ultra-competitive soda market like the Big Three, loyal followers across the country continue to demand their specialty beverages. With flexible tools like Sage Software MAS 200 and SalesLogix customer relationship management and business partners like Blytheco, Monarch can continue to grow by meeting and exceeding customer expectations.



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