

CUSTOMER SUCCESS



Sage MAS 90 Delivers Gold-Standard Service for Hawkins & Associates

Some time ago, Buddy Hawkins, president of Hawkins & Associates, had major software headaches. His water treatment equipment business was thriving, but his Dynamics NV and distribution package couldn't give him the reports he needed. Plus, licensing to stay current on the system was getting way too expensive.

Searching for Superior Solution

Hawkins & Associates distributes the equipment used by industrial and municipal water treatment facilities. The company sells ten equipment lines that all integrate with one another, serving resellers in Georgia, Alabama, and Tennessee. Customer service has always been Hawkins' hallmark. But Buddy wasn't getting the service he wanted from Dynamics NV.

"I spent at least a year looking at every distribution system on the market," he explains. "Sage MAS 90 stood out head and shoulders above everyone else because of its robust reporting capabilities. If I'd known how great Sage MAS 90 was, I would have switched a long time ago."

Hawkins & Associates now uses Sage MAS 90 to automate all of its financial and distribution systems. The system includes modules for the general ledger, payables, receivables, inventory, sales orders, purchasing, returned merchandise authorization and reconciling bank statements. Modules integrate seamlessly, so data is only entered once, saving time for administrative staff and increasing accuracy.

Raving About Reports

"The biggest benefit we're reaping from Sage MAS 90 comes from enhanced reporting capabilities. The system gives us an instant snapshot of our business, viewed from any angle. With the click of a button, we can look at inventory, sales, or vendor purchases," says Hawkins.

"We can report on virtually anything. We rely heavily on gross profit margin and year-to-date sales reports. Also, we can access a complete customer profile, learning what each customer purchased, and how their buying patterns compare with the previous year. This allows us to detect trends early in the game," he continues.

Customer:

Hawkins & Associates, Inc.

www.hawkins-assoc.com

Company Profile:

Industry:

Water treatment equipment

Locations: 1

Employees: 8

Size: \$1+ million

Users on Sage MAS 90: 6

Sage MAS 90 Modules:

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Business Insights
- Custom Office
- FAS Link Assets
- General Ledger
- Inventory Management
- Purchase Order
- RMA
- Sales Order
- Visual Integrator



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CHALLENGE

Existing business software could not handle increasing volume of business. In addition, limited reporting capabilities hampered strategic planning and customer service.

SOLUTION

Sage MAS 90 with a full complement of financial and distribution modules, for end-to-end integration that resolved important industrial equipment and supply issues.

RESULTS

Sage MAS 90 has reduced owner's workload by 25 percent. Reports have helped "save" several key customers. System will pay for itself in 12 months through improved efficiencies.

Saving Crucial Customers

“On a positive side, if a customer is buying more of a certain inventory item, our reports alert us. We adjust our ordering so we have adequate quantities on hand. Conversely, if we notice that a customer is buying less than before, we can contact them to see if there’s some issue, and perhaps also make modifications with the supply chain. In fact, we have already saved several very important customers just through this one feature of the software,” Hawkins explains.

“The software helps us deliver better customer service in general. Let’s say we’re ordering 10 pumps or controllers from a vendor. But while we’re waiting for arrival, a customer orders eight of them. With Sage MAS 90, we can separate eight when they hit our receiving dock, put the rest on the shelf, and order extras for future use. Having this information makes us much more responsive to our customers’ needs.”

Speedy Implementation

Getting the new Sage MAS 90 system up and running proved to be much faster and easier than Hawkins had ever dreamed. “We went live three to four months earlier than anticipated, because of how well designed the software is,” he says.

“In addition, we were able to master the software with minimal training. This allowed us to start leveraging benefits from the system right out of the gate.”

Flexible Inventory

Water treatment equipment must often be customized. A PVC head might have to be “borrowed” from an existing assembly to replace an acrylic or stainless steel, for instance. Hawkins’ crew members therefore swap parts from one piece of equipment to another, complicating inventory management.

“Sage MAS 90 is flexible enough to work the way we do. Sage MAS 90 has eliminated about 25 percent of my workload. Company-wide, it will save us an even greater percentage in time and resources.”

“Before, we were stuck doing a bill of materials for every single permutation of pump,” says Buddy. “Sage MAS 90, however, is flexible enough to work the way we do. It has allowed us to physically put the robbed assembly back on the shelf, and expense the correct account.”

Bonus Benefits

The list of improvements Hawkins is experiencing from Sage MAS 90 goes on and on. “First, the system has made us more efficient. Sage MAS 90 has eliminated about 25 percent of my workload. Company-wide, it will save us an even greater percentage in time and resources,” he says.

“In addition, Sage MAS 90 is saving us thousands a year in direct and soft costs. We’re saving on IT consultant fees too. Putting all of the improvements together, I figure Sage MAS 90 will pay for itself within 18 months. Add to that the fact that we now have reliable reports and have dramatically improved customer service, and you can see why we’re so enthusiastic about the software!”



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