

## CUSTOMER SUCCESS



## ImageOne Makes Marketing Work Smarter With Sage MAS 200

Attorneys, CPAs, financial planners, and real estate professionals don't have to start from scratch when they want marketing and client management tools. Whether they need a direct mail campaign, newsletter or special appointment cards, ImageOne in Chatsworth, California offers it all.

ImageOne provides many levels of service to its customers across the country, either through telephone ordering or via catalog shopping. Some projects require in-depth consulting services, such as strategic program development or writing services to customize existing materials.

Others involve imprinting off-the-shelf supplies, or simply requesting preprinted forms — transactions that are increasingly being conducted online. Busy professional service providers have been enthusiastic about ImageOne's concept, and business has tripled in a mere five years.

### Working Harder Not Smarter

"Making marketing work smarter for you" has been ImageOne's slogan for years. But its previous DOS-based accounting software wasn't exactly working very well, much less helping the management team to work smarter. The legacy system was overwhelmed by the sheer volume of work being handled. Furthermore, it was inflexible and did not interface well with the company's diverse databases.

"Our biggest concern was customer service," says Lee Reams II, COO and owner of ImageOne. "When customers called with questions, we had to chase down paper documents. It took much too long. We knew there had to be a better way to go."

### Always A Smart Solution

Sage MAS 200 ERP offered an ideal solution. Since its based on industry-standard Microsoft Windows, it provided client/ server technology that could integrate with almost any database, including the UPS tracking system that ImageOne uses. Also, its e-Business Manager module permits real-time online access to ordering and status information, so customers can help themselves over the Internet.

#### Customer:

**ImageOne Inc.**

#### Industry:

Marketing & client management solutions

#### Location

Chatsworth, California

**Number of Locations:** One

**Number of Employees:** 30

#### System:

##### Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Business Alerts
- Crystal Reports
- Custom Office
- e-Business Manager
  - .store
  - .inquiry
  - .order
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order



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### CHALLENGE

Replace overloaded legacy system with one that can handle substantial volume, interface well with diverse databases and help provide superior customer service.

### SOLUTION

Sage MAS 200 financial and e-commerce solutions.

### RESULTS

Smooth database interface; 24/7 online ordering and customer self-service; 9 percent increase in online orders; 50 percent boost in sales without adding staff; enhanced customer service.

"Thanks to e-Business Manager, we're no longer restricted to eight-to-five sales," comments Reams. "Many of our regular customers know exactly what they want, and they like the convenience of being able to order online around the clock."

Online orders that once accounted for less than one percent of revenue now comprise as much as 10 percent. ImageOne clients can go to the Web catalog and view products, check pricing and availability, and place an order.

Specifying imprint information can be done online too. Whether an order is placed electronically or on the telephone, customers can review their order history and determine shipping status using a third-party UPS software interface provided by the reseller.

Business insights have been another important benefit of the Sage MAS 200 system. "We can easily query the database whenever we want," Reams notes.

"This has improved our budgeting and forecasting tremendously, and made our inventory controls much more accurate."

System-wide automation through Sage MAS 200, along with shipping automation, credit card processing, and mail order enhancements, has transformed operations at ImageOne.

Purchase orders and work orders are now generated through Sage MAS 200, doubling efficiencies in the production cycle. Drop-shipping is handled with a custom module.

Fulfillment time has been cut dramatically, with all non-imprint orders going out the same day. As a result, ImageOne has doubled sales without adding staff.

"Sage MAS 200 allows us to get orders out faster and understand our business better," says Reams. "But most of all, it helps us meet our ultimate goal—to deliver superior customer service."

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<b>Orange County, California</b> 23161 Mill Creek Drive Laguna Hills, California 92653 Phone: (949) 583.9500 Toll Free: (800) 425.9843 Fax: (949) 583.0649	<b>Atlanta, Georgia</b> 1100 Johnson Ferry Road, Ste. 450 Atlanta, Georgia 30342 Phone: (404) 841.6240 Toll Free: (800) 455.1368 Fax: (404) 841.6243
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