

## CUSTOMER SUCCESS



## Litecubes Makes Light of Life With Sage MAS 90

For the quintessential low-tech, gotta-have-it party gadget, look no further than the Litecube. The non-toxic plastic block looks like the fanciest of ice cubes. Inside is a colored light bulb that glows for 12 hours, activated by tapping on any solid object. The crazy little cubes come in six different colors, and can be imprinted with logos or slogans.

"I've sold at least \$50,000 worth of Litecubes just on airplanes," says Terry Hickey, vice president of sales and marketing. "They're the rage at Hollywood parties." Customers have ranged from the Playboy Mansion to the Pentagon and Paris Hilton.

Three years ago when the company began, no one dreamed that Litecubes would grow so quickly to become a multimillion dollar enterprise. It therefore selected QuickBooks for bookkeeping tasks during its start-up phase. Once the company began processing hundreds of orders every month, however, it was apparent they needed a mid-level system to automate more financial tasks.

### Glowing Reports on Migration

"We selected Sage MAS 90 for our upgrade because of the easy conversion path from QuickBooks via the Data Migrator tool," explains Hickey. "We were ecstatic that data on our 2,000-plus customers converted seamlessly, as did all of our open invoices. We'd feared a horrendous upgrade process, and instead found it was relatively painless. We view this as a true success."

Sage MAS 90 – QuickBooks Users Edition provides Litecubes with an end-to-end business system, automating and integrating everything from accounts receivable and accounts payable to payroll and sales orders.

With the Sage MAS 90 Inventory Management module, managers at headquarters in California have real-time data on freight forwarded from Hong Kong, and know exactly what is being shipped directly to customers. "At a single glance, the system allows us to see what is on a sales order, purchase order, in the warehouse, or on back order," says Chad Ackley, IT manager. "This is information we never had before, and lets us run the company smarter."

### Customer:

**Litecubes LLC**

### Industry:

Novelty manufacturing

### Location:

San Diego, California

**Number of Locations:** One

**Number of Employees:** Eight

### System:

**Sage MAS 90**

- Accounts Payable
- Accounts Receivable
- ACT! by Sage
- Bank Reconciliation
- Credit Card Processing
- Custom Office
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Sales Order

### CHALLENGE

Speedy growth mandated robust financial system with multi-user data entry, automated sales orders, streamlined invoicing and powerful inventory management.

### SOLUTION

Sage MAS 90 – QuickBooks Users Edition, with full complement of financial and inventory modules.

### RESULTS

Sales order processing time cut by 75 percent; total data entry time reduced by two-thirds; overall efficiencies improved by 300 percent.

### An Even Brighter Future

Ackley says that Sage MAS 90 has increased the speed of order processing. "Before when a PO came in we had three separate points of data entry. It took up to 72 hours to get the order out. Now we enter data just once, and can ship the order the same day, representing a fantastic improvement in customer service. The system even generates invoices without additional data entry. Also, credit cards can be pre-authorized without using a manual machine, and several people can now perform data entry at the same time, further streamlining operations."

Order information flows automatically from Sage MAS 90 to an integrated third-party shipping application for processing UPS® shipments. "We benefit from seamless shipping because errors have dropped to almost zero," Ackley says. "Every time an address contains a mistake, it costs us time and associated charges. So the improved accuracy goes straight to our bottom line."

Litecubes maintains a huge customer database in ACT! by Sage, with contacts generated from trade shows. Using the ACT! Link, information can be easily pulled directly into Sage MAS 90. "Because of the tight integration between ACT! and MAS 90, both from Sage Software, it's much easier to access our data on leads, and turn them into active customers," says Hickey.

Sage MAS 90 has been instrumental in positioning Litecubes for further growth. "We have a lot of projects under development such as multiple warehouses, more third-party vendors, and diverse product lines," notes Ackley. "Because Sage MAS 90 has cut sales order processing time by 75 percent and improved overall efficiencies by 300 percent, we won't have to hire new people to accommodate anticipated sales volumes."

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