

CUSTOMER SUCCESS



Turning Technologies Applauds Sage MAS 500

American youth are as comfortable and adept with technology as adults—so it's not surprising that educators often look for ways to incorporate today's electronic technology into the classroom. Turning Technologies, LLC is an innovative five-year-old company that is making rapid inroads into K-12 and university classrooms—and into corporate boardrooms with its TurningPoint audience response system. Tight integration with Microsoft PowerPoint allows TurningPoint to gather real-time responses from an audience to assess learning, gather data, and enhance presentations. The technology tool that Turning Technologies relies on for its business management and financial needs is Sage MAS 500 ERP.

Graduate to a More Powerful Solution

"We've experienced triple digit growth most years since our inception," says Rayenell McGlawn, controller at Turning Technologies. "The QuickBooks software just wasn't cutting it anymore. Our user count and transaction volume had increased dramatically over the years and really slowed the software down. Plus, we needed tight accounting controls, sophisticated management reporting, and efficient inventory tracking."

McGlawn began the search for a new accounting and business management solution on the Internet. "I found a Web site that analyzed software by a number of different factors. That research helped me narrow the search down to Microsoft Dynamics GP, SAP Business One, and Sage MAS 500," she says. As she and the rest of the management team took a closer look at the three options, McGlawn says that Sage MAS 500 quickly jumped to the forefront. "The data analysis capabilities in Sage MAS 500 were superior," she says. "We love the Alerts functionality, the SQL database structure, and the dashboard feature for real-time business metrics. Plus we saw that Sage MAS 500 was capable of supporting companies with revenues in excess of \$500 million. That gave us the confidence that it could support our growth for years to come."

Turning Technologies' Sage Software Business Partner was able to migrate the company's customer database and beginning general ledger account balances from QuickBooks to Sage MAS 500, eliminating manual data entry and providing meaningful data from start.

Customer:

Turning Technologies, LLC.

Industry:

Audio/Visual Equipment Manufacturing

Location:

Youngstown, Ohio

Number of Locations: 1**Number of Employees:** 105**System:****Sage MAS 500 ERP**

- General Ledger
- Accounts Payable
- Accounts Receivable
- Inventory Management
- Sales Order
- Alerts
- eExecutive

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CHALLENGE

The rapid growth of Turning Technologies quickly outpaced its entry-level software. The company required tighter accounting controls, more robust inventory tracking, and sophisticated financial reporting tools.

SOLUTION

Sage MAS 500 provides a powerful end-to-end business management solution capable of scaling to meet the needs of Turning Technologies for years to come.

RESULTS

The software's reporting tools save two days of effort every month. The time spent generating commission reports has been cut in half. And although shipping volume has doubled, no new staff hires were required.

Cut Days Off Your Financial Reporting Tasks

McGlawn says she used to spend an average of three days every month preparing the detailed and comprehensive financial reports required by the management team and investors. The reports draw data together from all aspects of the business, including sales orders, inventory, purchase orders, accounts receivable, accounts payable, and cash balances. “Now I use the financial reporting tool and can generate the reports I need in less than half a day. I’ve saved more than two days work every month with Sage MAS 500,” McGlawn says.

Similarly, ad hoc reporting is fast and efficient as well. “The Business Insights Explorer inquiry tools make it very easy to grab the data I need for comparisons, or to answer questions the CEO may ask,” she adds. “I love that I can export the data from those reports and inquiries directly to Excel.”

Due to a complex commission structure, commission reporting used to consume several days each month. “Now we’re able to export the data we need from Sage MAS 500, bring it into Excel, and perform those calculations in half the time it used to take us,” McGlawn reports.

Integrate Your Front and Back Office

Turning Technologies next plans to integrate its sales, marketing, customer service, and product support services with its business operations. “We’re gearing up to implement Sage SalesLogix as our customer relationship management solution,” says McGlawn. “It only makes sense to have our CRM and our accounting software as part of the same platform.”

Thanks to the deep integration between the Sage MAS 500 and Sage SalesLogix solutions, data that the front office staff needs from accounting will be available to them within the CRM solution. Turning Technologies’ sales and support staff will have the ability to work entirely within the Sage SalesLogix software, checking product availability and pricing, creating sales orders, and access customer payment history.

“We plan to use Sage SalesLogix to track our sales expenses from initial lead through final sale.” McGlawn adds.

“If we had not made the move to Sage MAS 500, we would have had to hire additional personnel just to manage our data entry and reporting tasks. Now we have the luxury of making strategic hires, adding value-generating positions that contribute to our bottom line.”

Eliminate the Need for Additional Staff

The efficiencies Sage MAS 500 brings to the company’s shipping operations have allowed Turning Technologies to double its order volume without the need to hire a single additional employee.

“That cost savings is huge of course,” says McGlawn, “but the peace of mind I have now is priceless. We can confidently report on what assets we have, what are out on loan, and when they’re due back in. The company’s assets are valuable, and our ability to accurately account for those assets is critical.”

Turning Technologies uses the StarShip Parcel Manifesting solution for Sage MAS 500 to pass information between the Sales Order module and its UPS® software. “Our warehouse staff no longer has to handwrite address information, and the tracking number is written back into Sage MAS 500 making it available to our customer service staff to respond to inquiries,” says McGlawn.

McGlawn concludes, “If we had not made the move to Sage MAS 500, we would have had to hire additional personnel just to manage our data entry and reporting tasks. Now, we have the luxury of making strategic hires, and adding value-generating positions that contribute to our bottom line. Sage MAS 500 has delivered on every promise—we love it.”

If you would like to learn more about Sage MAS 500, please visit www.sagemas.com or call 1-800-854-3415 to speak with a representative today.

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.



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