

A.M. Leonard Grows Its Business With Sage ERP X3

For more than 130 years, A.M. Leonard has delivered tools and supplies to both professionals in the horticulture industry and to home gardening enthusiasts. The company differentiates itself by selling quality products and backing them with the best customer service possible. The company has a multifaceted sales channel that includes a busy call center handling phone and mail orders; two websites; and channel sales through Amazon.com, Search.com, and Newegg.com. Sage ERP X3 is the business management solution A.M. Leonard relies on.

A Flexible Solution

“We were looking for a scalable and customizable ERP solution to replace our aging application; our existing software was very inflexible. Any changes were expensive and time consuming and had to be performed by outside programmers,” recalls Barry Gertner, information systems director for A.M. Leonard. “Our search for a replacement led us to select Sage ERP X3. During the demonstration of the software we could see both the quality and the value of the application to our company.”

When the decision was made, the implementation was completed quickly. “Once our requested modifications were completed, we had Sage ERP X3 up and running in just four months,” notes Gertner. “We were impressed that such a comprehensive application could be taken live so quickly.”

Ready Information Access

Gertner says that one of the biggest benefits A.M. Leonard is realizing with its Sage ERP X3 application is visibility across the enterprise. “We have enhanced our team’s ability to access information, and good quality information leads to better decision making. We have up-to-the-minute details of order status, product movement, cash flow, and sales data.”

The exceptional customer service A.M. Leonard has built its reputation on is supported and enhanced through Sage ERP X3. “We can answer our customers’ questions more quickly than before,” says Gertner. “Now we have all of the information our customers need at our fingertips, including freight quotes, product availability, volume pricing, order history, and tracking numbers.”

Customer

A.M. Leonard

Industry

Distribution

Location

Piqua, Ohio

Number of Locations

One

System

Sage ERP X3



Challenge

A.M. Leonard sought to replace its older, inflexible application with a customizable and scalable ERP solution.

Solution

Sage ERP X3 was selected for its ability to be tailored to meet unique business requirements, its powerful architecture, and robust inventory management tools.

Results

Order processing is faster, with instant freight quotes and access to detailed item information. The inventory physical count process time has been cut in half.

A Custom Tailored Solution

The inherent flexibility of Sage ERP X3 saves the company time and money while delivering a higher level of customer service. Prior to Sage ERP X3, staff had to place phone calls to various freight handlers to obtain freight quotes for larger orders. It was time consuming, and meant a longer wait time on the phone for customers. Now, a Visual Basic interface sends the necessary order details, including weight and ZIP code, to a freight forwarding service that can turn around a freight quote within seconds. "The information comes right into the order," explains Gertner. "No more phone calls, no more delays. We can complete these orders much more quickly and accurately."

The product's flexibility also speeds the processing of orders A.M. Leonard receives from Amazon.com. These orders were previously printed and hand entered into the software. Now, a smart import utility validates the orders and brings them directly into Sage ERP X3. "The product is completely configurable to our business processes," Gertner says. "Now we get more packages out the door with less staff."

As part of its multichannel sales model, A.M. Leonard mails more than two million catalogs each year and sends thousands of email marketing messages. Unique catalog pricing and special offers complicate what is already a complex pricing structure. The company's Sage ERP X3 solution adapted easily to this business model, while streamlining and simplifying order entry in the process. "We can track source codes and coupon codes and attach special pricing or discounts to those codes," explains Gertner. "Not only does the pricing then get used automatically during order entry, but we can track the overall success of a catalog or promotional offer by reporting on those codes."

Efficient Inventory Handling

Efficient inventory handling lowers the company's cost of

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**Barry Gertner, IS director
A.M. Leonard**

stocking and managing more than 5,000 part numbers. The process to complete physical counts has been cut in half thanks to the warehouse management tools supported by the software.

A.M. Leonard uses all the tools offered by Sage ERP X3 to make smart purchasing decisions in an effort to minimize carrying costs while ensuring it carries the right product mix. "The MRP function makes intelligent purchasing suggestions," says Gertner. "It takes into account our sales forecasts, purchase history, lead times, and current stock to recommend what we should order."

A Well Engineered Solution

"I cannot say enough about the power and flexibility of Sage ERP X3," says Gertner. "There is no product that can do what we ask for out of the box. We need an adaptable and customizable tool and have found it in Sage ERP X3. To me, a real test of a product's architecture is whether it can easily be updated after modification. Our updates have all gone smoothly. That's the beauty of this application. It is extremely well engineered."



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