Trekkers Unite With Creation Entertainment and Sage MAS 200

Fans of Star Trek, Buffy the Vampire Slayer, Xena, and other science-fiction heroes have relied on Creation Entertainment for over 30 years as a source of high-quality entertainment and collectibles. They also flock to conventions organized around the world by Creation Entertainment.

Creation Entertainment is expanding its 22,000-strong customer base with new genres like Muppet Fest, Soap City Live, Bruce Lee and THE FITEXPO. In addition to holding events, the company also sells logo clothing, cups, photos, calendars, jewelry, posters, scripts and memorabilia, and hosts numerous fan clubs.

Sage MAS 200 to the Rescue

About 80 percent of Creation's business comes from its Web site. But until a year ago, a poorly designed e-commerce system had the company hamstrung. "A mishmash of HTML screens brought in e-mail orders, which were manually entered into a low-level bookkeeping package," explains Ed Rodriguez, CFO. "It could take three weeks just to input orders and as long as 16 weeks to fulfill orders when we introduced new products."

Rodriguez lobbied for upgrading to Sage MAS 200 ERP for SQL Server, partly because he was familiar with the product, and impressed with the reseller's professionalism. Under his direction Creation installed a fully integrated business management and e-commerce solution.

"We're seeing dramatic improvements in virtually every area of our business," says Rodriguez. "First, there's inventory. Before, stocking decisions were based on employees' empirical experiences and beliefs, not data. So before launching Sage MAS 200, we shut down for three days and did an exhaustive physical inventory. Then we analyzed which products moved best, based on initial purchases and annual sales. Slow movers were targeted and given a special code in the Sage MAS 200 Inventory Management module. Once Sage MAS 200 e-Business Manager was up and running, we used the codes to discount products—and reduced our inventory by $150,000 in just the first six months."

Creation uses Sage MAS 200 to pull up customers purchasing special types of products or line items. These customers receive notifications when slow inventory items are discounted, often for

Customer:

Creation Entertainment

Industry:

Memorabilia retailer and event promoter

Location:

Glendale, California

Number of Locations: One

Number of Employees: 17

System:

Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Credit Card Processing
- e-Business Manager
- General Ledger
- Inventory Management
- Job Cost
- Purchase Order
- Sales Order

CHALLENGE

Sluggish online sales and lengthy fulfillment due to awkward stand-alone e-commerce system.

SOLUTION

Sage MAS 200 for SQL Server with eBusiness Manager and Credit Card Processing.

RESULTS

Web order shipments now go out in 3 days, not 16 weeks; personnel costs are down 20 percent; ordering volume has increased 15-fold; inventory turns increased from 1 to 4; profitability has doubled.

as much as 50 percent. "The system lets us run monthly promotions that are highly targeted," Rodriguez says, "and therefore highly successful."

Efficient Fulfillment Purchasing

The Sage MAS 200 Sales Order module serves as the heart of the system. "Orders flow automatically from e-Business Manager on our Web site into Sales Order, and are then billed through Sage MAS 200 Credit Card Processing," Rodriguez comments. "Orders are shipped directly. Fulfillment time has dropped by about 90 percent to just a few days. Cash flow is much better because orders are entered automatically. Management also knows daily volumes by product type and line item, enabling smarter buying decisions."

All convention business, which brings in half the company's revenue, is tracked through the Sage MAS 200 Job Cost module. "When a customer purchases a ticket online, the order drops down into Sales Order and is tagged with a Job Cost code. Job Cost integrates with the Accounts Payable module, and also tracks every associated cost. When the convention is over, we know exactly what our profitability was—and no need to wait weeks for the results. We can also break out costs by type such as talent, hotel, and airfare, which helps us improve future events."

By assigning a special buyer code in Inventory Management, Creation tracks royalties for nine different studios. The module determines exact sales volumes for each of the studios for hassle-free quarterly calculations.

"Since implementing Sage MAS 200 and e-Business Manager, our profitability has doubled," says Rodriguez. "Our Web site is getting about 77,000 new hits every month. We've reduced headcount by nine people—five in administration and four in the warehouse—yet handle an ever-increasing sales volume. We slashed inventory by 60 percent, so we only carry the most profitable lines. As a result, our inventory turns have gone up from once to four times a year. And we're now able to jump at new business opportunities and stay ahead of our competition. We never could have done all this without Sage MAS 200."

"Since implementing Sage MAS 200 and e-Business Manager, our profitability has doubled. Inventory turns have gone up from once to four times a year. And we're now able to jump at new business opportunities and stay ahead of our competition. We never could have done all this without Sage MAS 200."

sage software

Your business in mind.