

## CUSTOMER SUCCESS

## Sage MAS 90 Sweetens the Pot for anDea Chocolate

Kelly Janssens, part-owner of anDea Chocolate and Supplies, knew there had to be a better way.

Each time she went to a trade show, she faced a nightmare of paperwork. Kelly and her team members scrambled to take orders by hand while also building relationships with customers. Upon returning home, they spent at least two weeks manually adding up orders and entering them into DacEasy software. Batches of credit card orders could take 45 minutes to process during the busy season, since numbers had to be entered twice—once for preauthorization, and again for final authorization. And information in anDea's business system was so inaccurate that reports had become meaningless.

### Modernizing with Sage MAS 90

anDea provides chocolate bon bons, truffles, candymakers' supplies, and imported hard candies to wholesalers from Newfoundland to Vancouver. Five major trade shows bring in 40 percent of anDea's revenue every year. So Kelly searched for a PDA tool for remote order-taking, plus a more powerful business system for overall operations. Her Sage Software business partner suggested Sage MAS 90 ERP with core, distribution, e-commerce and remote access modules as an end-to-end solution.

Implementation of Sage MAS 90 took only seven working days, including successful migration of customer and vendor data and transfer of open receivables, payables, inventory, and bill of materials.

anDea Chocolate now uses Sage MAS 90 to run its entire business. Sage MAS 90 has automated anDea's general ledger, accounts payable and accounts receivable. Thanks to the new system, anDea now has real-time inventory and streamlined assembly processing. The Sage MAS 90 Bill of Materials module calculates the actual cost to manufacture each product, something that was almost impossible to determine before.

### PDA Power

"Sage MAS 90's Remote Salesperson module has been a godsend," says Kelly. "When a customer comes to our booth at a trade show, we type the company name into a PDA and all pertinent information pops up.



### Customer:

**anDea Chocolate and Supplies, Inc.**

### Industry:

Chocolate manufacturer/distributor

### Location:

Ontario, Canada

**Number of Locations:** One

**Number of Employees:** 12

### System:

#### Sage MAS 90

- Accounts Payable
- Accounts Receivable
- ACT! by Sage
- Bank Reconciliation
- Bill of Materials
- Credit Card Processing
- Crystal Reports®
- e-Business Manager
- General Ledger
- Inventory Management
- Purchase Order
- Remote Salesperson
- Sales Order

### CHALLENGE

Needed a fast, accurate way to take orders at trade shows on a PDA; existing DacEasy software no longer provided required functionality.

### SOLUTION

Sage MAS 90 with full suite of financial and manufacturing modules, plus Remote Salesperson and e-Business Manager for e-commerce capabilities.

### RESULTS

Each year the system saves 400 hours in trade show order entry; 300 hours on credit card processing, 700 hours from e-commerce efficiencies; and has reduced order turns from two weeks to a day.

"To place an order, we simply scan products to input accurate prices and part numbers," she continues. "Then we print out a copy of the whole transaction. Customers love it, because they have a record of the order and can stay within budget. When we get home, we hot-synch the PDAs to Sage MAS 90, approve the orders, and they're in the system. Instead of going through lengthy credit card authorization procedures, we just press the 'authorize-now' button. In seconds, the transaction has gone through. All put together, the new system saves me two solid weeks of work after every show, or about 400 hours a year."

### Excelling at e-Business

The Sage MAS 90 e-Business Manager module is creating further efficiencies. "At a recent trade show, 50 customers asked to sign up for e-commerce," Kelly notes. "This is terrific, because each represents a minimum of two hours a year in customer support. A similar response at future trade shows could result in a reduction of 400 hours of work for us a year."

anDea had been spending an hour a day monitoring its old web site, transferring orders, performing maintenance, and doing product upgrades. "Having e-Business Manager integrated with Sage MAS 90 will thus save another 300 hours a year," explains Kelly.

Kelly has nothing but praise for her Sage business partner. "You couldn't find better service anywhere. When we launched e-Business Manager, he even went to a trade show with us to make sure it worked right. No matter what, he's always there for us."

Although she has used many software products, Kelly prefers Sage MAS 90 by far. "If you compare apples to apples, Sage MAS 90 will beat anything else hands down," she says.

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### 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.

