CUSTOMER SUCCESS

Faster Fine Furniture From Craftique With Sage MAS 90

The rich, warm tones of solid mahogany for the most elegant dining rooms and bedrooms. Custom-made pieces that range from 18th century to transitional styling. Heirloom-quality manufacturing, so furniture is treasured from one generation to the next. These are all reasons that loyal customers ask for Craftique furniture by name, a proud family-owned tradition since 1945.

Unlike most of its competitors, Craftique adapts individual items to customers' exact specifications. Customers order through high-end furniture stores, selecting details such as post, headboard, foot and drawer pulls, and finish to fit their décor. While each product is unique, suite components are made simultaneously for greatest consistency and premium quality control.

The Challenge

A change of management at Craftique in 1997 prompted a thorough operational audit. The existing business software was clearly inadequate, especially with major growth on the horizon. The firm's CPAs recommended Sage MAS 90 ERP, offered through an expert reseller. The reseller showed Craftique how they could start with basic accounting functions, and then add on other financial and business modules as warranted in the future.

Crafting the Best Solution for Success

It was a good thing that Craftique brought in Sage MAS 90 when it did. The company's sales more than doubled in just three years, and having powerful business systems in place was crucial to success. This explains why Craftique was quick to acquire Sage MAS 90's Bill of Materials, Material Requirements Planning, Inventory Management modules—and more recently e-Business Manager and Business Alerts. "I like the fundamental logic behind Sage MAS 90," says Craig Shoemaker, president of Craftique. "Because all the modules function in a similar manner, the system has been very easy to learn. Seamless integration between modules is also a big plus."

Shoemaker comments that the Sage MAS 90 system has given Craftique much greater control over its business. Reports on elapsed manufacturing time, inventory information, and delivery statistics have improved efficiency dramatically. "Increased accuracy has resulted in lower lead times, giving us an important competitive edge." To his delight, Shoemaker also found that order size has jumped since adopting the new system.

Customer:

Craftique, LLC

Industry:

High-end furniture manufacturing

Location:

Mebane, North Carolina

Number of Locations: One

Number of Employees: 95

System:

Sage MAS 90

- General Ledger
- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- FAS Asset Accounting
- Crystal Reports®
- Custom Office
- Visual Integrator
- Business Alerts
- e-Business Manager
- Purchase Order
- Sales Order
- Inventory Management
- Bill of Materials
- Material Requirements Planning (MRP)

CHALLENGE

Replace the inadequate accounting system with one that offers the power and flexibility to evolve as the company does.

SOLUTION

Sage MAS 90 financial, distribution, manufacturing, e-Business Manager and Business Alerts modules.

RESULTS

Improved operational accuracy and efficiency; 24/7 online customer access to order information; immediate shipping information delivered to sales reps electronically; provided the power and flexibility for growth.

The well-heeled clientele who purchase Craftique's products often call their furniture store for delivery updates on weekends, when Craftique is closed. Sage MAS 90 e-Business Manager has provided a welcome solution, allowing store representatives to check manufacturing and delivery status online whenever they like.

Better service was also the main reason behind Craftique implementing the Sage MAS 90 Business Alerts module. No longer are territory sales representatives notified of orders by snail mail. Instead, information goes out automatically using e-mail.

Craftique decided to install e-Business Manager just three days before their major annual trade show. Fortunately, Shoemaker had already set up JPEG files of inventory items and links to their Internet Service Provider (ISP) to speed the e-Business Manager installation process. The reseller launched the module without a single glitch. Shoemaker calls the resulting system "practically bullet-proof."

"With Sage MAS 90 and e-Business Manager we can give the appearance of being a much larger organization than we really are," explains Shoemaker. "We can provide superior service now, with 24/7 access to ordering information. This has proved to be an important strategic advantage for our positioning within the industry."

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ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and midsized 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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Your business in mind.