



CUSTOMER SUCCESS STORY

CUSTOMER

Premier Marketing, Inc.

INDUSTRY

Car stereo distributor

LOCATION

Atlanta, Georgia

Number of Locations

Seven

Number of Employees

10+

SYSTEM

Sage MAS 200

Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Custom Office
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Sales Order
- Visual Integrator

Premier Marketing “Turns and Burns” Inventory With Sage MAS 200

Where’s that booming bass and crisp, clear sound coming from? Must be a car audio system from Premier Marketing, a Southeastern states distributor for Panasonic, Rockford Fosgate, Crossfire, and Lightening Audio.

Premier Marketing sells car audio amplifiers, speakers, radios, stereos, DVD players, and mobile video equipment to retailers like CarToys. Renowned for its customer service, speed, and responsiveness, the company has won numerous industry awards including Panasonic’s Distributor of the Year.

More Components Needed

Ten years ago, Fred Dulaney and his partner never dreamed their manufacturer’s rep company would grow so big. So they selected a DOS version of Peachtree by Sage as their accounting system, plus a parallel bookkeeping system that his wife Susan ran at home. This worked fine for their first five years.

Then Premier Marketing added a spin-off division for distribution services, eventually



stocking every product they represented. They needed software to manage the distribution side of the business and handle increased transaction volume. They migrated to Sage BusinessWorks Accounting, with communications between headquarters and remote warehouses, as well as with reps in the field that were conducted on a dial-up basis through PC Anywhere. Like Peachtree, Sage BusinessWorks is a product of Sage Software.

By 2001, the Premier Marketing remote operations had become more sophisticated, and dial-up communications were no longer acceptable. Dulaney wanted more from his

CHALLENGE

Upgrade system to a solution that also manages distribution, handles huge increases in transaction volume, and permits greater remote access.

SOLUTION

Sage MAS 200 financial and distribution modules.

RESULTS

Seamless automation from A to Z; remote access and real-time data flow; savings in long-distance and connection costs; streamlined inventory; boosted profitability; Improved customer service; more strategic management.

"Sage MAS 200 lets us put our efforts into selling. And it's given us the turn-and-burn inventory system we needed, to streamline stock levels and boost profitability."

—Fred Dulaney
Partner
Premier Marketing, Inc.

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



accounting package. So did Brett Talbert, the purchasing manager, who needed greater inventory control.

"I went back to our Sage Software reseller with the intention of overbuilding our system to permit greater remote access, so we wouldn't need to upgrade for a long time," says Dulaney. "His recommendation of Sage MAS 200 ERP with the Inventory Management module made a lot of sense."

Turning Up the Profits

Premier Marketing provides an excellent illustration of how Sage Software products help companies grow their businesses—and then continue providing winning solutions at every stage of growth.

Premier Marketing now uses Sage MAS 200 to manage all facets of its inventory, with full automation and integration with its business functions. "It does the whole nine yards, and has been very stable," Dulaney says. "We're saving a lot of money in long-distance and connection costs. Plus, we've been able to implement features slowly, so we haven't had to bombard our staff with excessive training demands."

When a customer calls in with a request, Sage MAS 200 checks for available stock, creates a sales order, performs invoicing, and oversees boxing and shipping through UPS®. The system searches both of the company's warehouses to create a complete order, thus saving costs associated with partial shipments. Since many customers pay with COD checks, consolidation of orders is an important benefit.

"It's as if our multiple warehouses and satellite offices are under one roof now," Dulaney explains. "We all talk to one another through the messenger system, adding notes to invoices or customer files. And, we can keep our eye on stock levels or do a query on a dealer invoice, no matter

whether we're in headquarters in Atlanta or the warehouse in Athens, GA. This will translate into smoother management and better customer service."

The next piece is anytime, anywhere access to Sage MAS 200, permitting Premier Marketing reps to tap into the system from laptops in hotel rooms. "The glory of it is that our people will be able to look up a particular dealer they're visiting the next day and find out what they've bought, when they bought it, and what their receivables look like. They can also check inventory levels in real time and avoid having to call in about stock, or go to our manufacturer's databases for additional details. This will give us a sales force that's totally informed—a huge competitive advantage."

Dulaney says he sleeps much better now. "We are very satisfied with Sage MAS 200 and recommend it highly. We knew it would be good, coming from Sage Software. Sage MAS 200 lets us put our efforts into selling. And it's given us the turn-and-burn inventory system we needed, to streamline stock levels and boost profitability."