Sage 100 ERP | Customer Success

Sage 100 ERP Scores Points With The Game

Team spirit is serious business for The Game—America's number-one headwear brand in college bookstores and large sports apparel chains. The Game designs, imports, decorates, and distributes logo apparel, primarily caps, embroidered with team names. It also holds the prestigious license for NASCAR headwear and apparel, selling to trackside vendors, licensed shops, and online customers.

The Game has in-house embroidery operations running two shifts a day, with digitizing equipment for high-quality production and speedy turnaround. Ten artists and designers use the latest technology to create dynamic designs. One sister company manufactures private-label apparel merchandise for sports corporations. Another operates a 200-person call center and fulfillment center, with 24x7 ordering capabilities for special programs and offerings.

When The Game, then known as Kudzu, opened its doors with only eight employees, the management team wanted to start things right. On the advice of their accounting firm, they selected Sage 100 ERP* as their accounting system and have been using it ever since to run the entire business.

"Sage 100 ERP is a phenomenal product from an accounting standpoint and is also a great value for the money," says Jeff Stillwell, a partner at The Game. "Our entire accounting department raves about it. It's structurally sound and gives us perfect results for auditing. And it's flexible enough for multicompany use, so we can swap companies in and out with ease. Because of all these benefits, we have no plans to leave the Sage family of products."

Scouting for Warehouse Talent

The Game grew to 150 employees, and its warehousing functions became much more complex. In 1999, the company built a new 120,000 square-foot building to house warehousing and distribution, hoping for economies of scale. But the move worked the other way around. The building was so large that it was difficult to find anything.

"We had more than 10,000 SKUs and a manual tracking system," says Stillwell. "Items got lost in 24-foot racks." So Stillwell went hunting for a warehouse management solution—one that would integrate with the well-loved Sage 100 ERP system.

*Sage 100 ERP was named Sage ERP MAS 200 when The Game LLC initially implemented this solution. The product names have been updated in this case study to reflect current naming.

Customer
The Game LLC

Industry
Sportswear

Location
Phenix City, Alabama

Number of Locations
One

Number of Locations
140

System
Sage 100 Advanced ERP

Challenge
Obtain a warehouse management system that will integrate with Sage 100 ERP to provide a comprehensive solution that features streamlined efficiency and seamless data flow.

Solution
Sage 100 ERP financial and distribution modules, along with Radio Beacon™ WMS.

Results
Seamless integration and data flow; streamlined automation; paperless processes; no more manual spreadsheets; increased shipments; cut late deliveries and related costs; reduced warehouse staff by 37 percent.

Hats Off to the All-Star Team

The Game's reseller discovered RADIO BEACON™ WMS, a warehouse management system, at Sage's annual partner conference and learned that the product integrated with Sage 100 ERP. Stillwell evaluated and approved the concept. The reseller then brought in SWK, a Sage 100 ERP master developer who had created the RADIO BEACON integration. The reseller served as outside project manager for the entire implementation.

Sage 100 ERP and RADIO BEACON proved to be an excellent answer. Today, data flows seamlessly from the back office to the warehouse and back again, all in a totally paperless process. Sales and purchase orders are delivered electronically to the warehouse floor. The accounting staff is "ecstatic," he says, because they no longer have to key data into spreadsheets.

The system bar codes master cases when shipments arrive from overseas, generates a bar-coded shipping label for each order, and does paperless picking. Picks are scanned for confirmation against order data, boxes are sealed, and they're conveyed to shipping. Most importantly to The Game, the system also separates orders between sister companies, eliminating confusion.

"Sage 100 ERP now forms the basis for a completely integrated solution," explains Stillwell. "It has allowed us to reduce warehouse staff by 37 percent, although we're shipping more product than a year ago. We're also realizing big savings from on-time shipments. We used to give discounts for late deliveries. Today we're meeting every one of our deadlines, even during peak season, and can therefore avoid discounts that eat into profits."

"We were able to do it all—automate our warehouse operations and integrate it with our trusty Sage 100 ERP system," Stillwell comments.

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>
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About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers' needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 12,300 people and supports more than 6 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com or call 866-996-7243. Follow Sage North America on Facebook at: http://www.facebook.com/SageNorthAmerica and Twitter at: http://twitter.com/#!/sagenamerica.

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