

## Success Story

# Starborn Industries builds a platform for growth with Sage

New Jersey-based manufacturer uses Sage to integrate business processes and deliver business intelligence

Starborn Industries is a family-owned company that specializes in construction fasteners for deck construction. Founded in 1961, the company quickly outgrew its first location in a Brooklyn, NY basement and now distributes internationally. Sage X3 is helping the company increase efficiencies and level up to full automation to better serve their customers.

### Key outcomes

- Reduced man-hours
- Better inventory tracking
- Improved customer satisfaction
- Supported continued company growth



Sage **Net@Work**®

**Company**  
Starborn Industries

**Location**  
New Jersey, US

**Industry**  
Discrete Manufacturing

**Sage Products**  
Sage X3



### About Starborn Industries

Starborn Industries is a family-owned company that specializes in construction fasteners for deck construction.



Sage X3 helps support a commitment to continuous improvement.

### **Setting the Stage for Growth with Sage X3**

Starborn Industries launched as a wood products company but quickly found its niche in fasteners and screws for the deck construction market. They've been using Sage X3 since 2012 to manage their warehouse needs. VP of Operations, Nicolette Nicolette, says it's been a lifesaver for her in her job. "My primary focus is to make sure that the transactions keep flowing on a daily basis and to make sure everything is as smooth as possible, while trying to improve processes. I come in and just grease the wheels every day," says Nicolette.

### **X3 offers flexibility and transparency**

X3 helps support that commitment to continuous improvement, from optimizing inventory to improving work order functionality and increasing throughput. The company markets the same product to different brands, so they can have multiple SKUs for the same product. X3 allows Starborn to manufacture one product and create different price points, design different quotes, or update an old quote in real time. Customers are now seeing an impact after Starborn started inputting shipping information and displaying it on invoices. "Definitely our customers like it better. They like having access to the information. As soon as the invoice is sent over, we're getting less emails asking for tracking information, so it is definitely less work," says Nicolette.

Nicolette adds that prior to X3, she didn't have a full view of the supply chain. "I didn't have very good inventory information as to exactly where the inventory was and what condition it was in," she says, adding "we never had very good sales information unless we did an awful lot of detailed work to pull sales out one customer at a time. How our partners are structured and how that program was capable of structuring a customer database were not compatible, and X3 is perfect for it."

### **Integrations leverage X3's functionality**

Starborn has implemented Sage X3 with other technology partner offerings to maximize efficiency. They're currently implementing Altec DocLink, warehouse management with DataLinx, and SEI with Tangerine. "We got SEI and now the company couldn't exist without it because we run the whole company on that, on the Excel add-in basically," says Nicolette. "We do all our purchasing that way and our financial statements and our budgeting and everything via SEI, so I really like that program a lot."





“There’s a lot of functionality that’s there that we haven’t even touched.”

**Nicolette Kavanagh**  
VP Operations, Starborn Industries

#### **Working remotely using Sage**

Starborn Industries moved all of their information to the cloud one year ago, which was timely given the global pandemic. Nicolette says it was easy for company employees to pick up and work from home. The company has had a history of being paper-heavy, but Sage has helped them reduce that reliance.

Starborn still expects to improve processes as they look to the future, especially in fully implementing production Bills of Materials and automating their warehouse. Nicolette is confident that X3’s functionality and adaptability will continue to help them scale as their business grows.

“There’s a lot of functionality that’s there that we haven’t even touched,” says Nicolette. “And so as we grow and as we need a new functionality, I find that for the most part, it’s there, you have to sometimes do some mods or something to get it exactly the way you want it, but all of that is there.”

Nicolette says her role and company are better because of Sage. “It is a lot of fun growing a small company and, you know, affecting changes that you can see the results. It’s exciting. If we hadn’t gotten (Sage), we would not have been able to grow the way we’ve grown.”





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