



CUSTOMER SUCCESS STORY

CUSTOMER

Majesco Sales

SAGE AUTHORIZED
BUSINESS PARTNERNet at Work
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www.netatwork.com

INDUSTRY

Wholesale Distribution

LOCATION

Edison, New Jersey

EMPLOYEES

60

SYSTEM

Sage MAS 200

Stay Ahead of the Game with Sage MAS 200 A Distribution and EDI Solution

In the fast-paced, highly competitive, and often fickle world of video game sales, one company founded in 1986 has endured, even thrived. Majesco Sales is a leading global publisher, developer, and distributor of interactive entertainment software (video games) for Sony PlayStation, Nintendo Game Boy, and Microsoft's Xbox. Majesco's customers are the country's biggest retailers of toys and games, names like Wal-Mart, Target, Toys "R" Us, Kmart, and Circuit City.

Always able to ride the technology wave, and with a talent for anticipating upcoming trends, Majesco has grown from a staff of twelve to nearly eighty over the past five years. How do they do it? They learned early on to give their customers what they want.

Challenge I: Non integrated systems — Lauri Coladonato, Majesco's Controller, knew they could do better than the existing hodgepodge of DOS based non-integrated software packages. Net at Work demonstrated Sage MAS 200's capabilities for Lauri, and she soon realized she had found the best performing, easiest to use, most reasonably priced solution available. With Net at Work's help, Majesco implemented the Sage MAS 200 distribution solution. Right away, "We all felt very comfortable with the system" says Joe Faham, Majesco Sales' Shipping Manager, "I didn't have a strong computer background, but Sage MAS 200 was easy to learn."

Challenge II: Lack of EDI capability — When their major customers demanded EDI, Majesco Sales again turned to Net at Work worked closely with Majesco Sales and their customers to implement an EDI software solution that integrates seamlessly with Sage MAS 200.

Even before EDI became a requirement from Majesco customers, the staff used to dread the days when the Wal-Mart order would arrive — an electronic file containing orders for up to 5,000 individual store locations. Joe would print the massive file,



Sage MAS 200 makes it easy for major retailers to buy and sell Majesco's video game software

and then tediously, a staff of eight would spend days entering the individual orders into the system, printing the picking tickets, and forwarding the orders to their fulfillment warehouse. Due to the sheer volume, there was a constant concern about the accuracy of order entry — would they miss an order or select the wrong shipping address? Making matters worse, Joe and his staff had no idea whether there was enough stock to fill the incoming orders until all the data entry was completed. "We could not have grown to this level without Sage MAS 200 and the EDI capabilities."

Time and money saved — All of Majesco's major customers now trade with them using EDI. Here's how it works — Majesco Sales receives the electronic customer purchase order (850) document from their customers, and using the EDI software, merges it into Sage MAS 200, creating sales orders. The EDI system then produces a Warehouse Shipping Order (940), which is transmitted to Majesco's commercial warehouse facility. Once the warehouse has filled and shipped the order, a Warehouse Shipping Advice (945) complete with the shipper's tracking number is transmit-ted back to Majesco. Sage MAS 200 and the EDI software can then immediately generate a customer invoice (810) to transmit electronically to the customer.

Customers often require that shipping weights and tracking numbers accompany

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Joe Faham Shipping Manager
Majesco Sales

ABOUT NET AT WORK

Net at Work is a leading integrator of accounting, customer relationship management (CRM) and business management software. A Sage Select business partner Net at Work represents the full range of ACCPAC, MAS and CRM products, specializing in workflow analysis, application development, industry specific customizations and system upgrades. With a staff of 90 plus consultants, developers and hardware engineers, Net at Work supports over 1,000 clients and has received numerous awards for its high level of customer service.

Recent Recognitions:

Sage Software ACCPAC President's Club
Sage Software MAS 500 President's Club
Accounting Today Technology Pacesetter
Crain's New York Business Top Software Company
Accounting Technology VAR 100

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.

their invoices. Before implementing EDI, staff had to photocopy the warehouse's packing list, which contained this information, and staple the copy to the customer's invoice before mailing. With Sage MAS 200 and the EDI system, this information is included automatically in the invoice file and on the printed invoice. This automated step alone saves staff hundreds of hours of time each year.

The return on investment with Sage MAS 200 has been significant. In less than three minutes, Sage MAS 200 and the EDI software can create thousands of orders. The process of order entry, shipping, and invoicing has been shortened from several days to less than half a day. Consequently, fewer staff members are required to do the work. Majesco was able to eliminate six full time positions as a direct result of Sage MAS 200 and the EDI system. The fast turnaround of orders leads to higher customer satisfaction and Majesco Sales benefits from the ability to satisfy high volume customers. Moreover, the quicker invoicing means Majesco is paid sooner.

"We are totally electronic in every aspect of ordering and shipping," boasts Joe, "and Net at Work set it up." "Sage MAS 200 supplies us with big benefits — what used to take days now takes minutes!"

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Management Reports — Majesco depends on accurate inventory control to ensure they've got what their customers want, when they want it. On a daily basis, the Shipping Manager needs to know what is on order, and what is on hand. Consulting the Open Sales Order Report by Item to see what has been ordered, and cross checking it against the Inventory Stock Status Report, he can get a clear picture of which products should be reordered, in what quantities, and by what dates. In addition, Net at Work created a unique Inventory On Hand Report, using the powerful Crystal Report Writer that gives him just the information he's most concerned about, in just the manner he wants to see it.

Joe loves the ease at which he can inquire into the sales history of items using the Inventory Inquiry function. He can quickly determine which of his stocking warehouses are in short supply of a hot item — and quickly process a transfer from another warehouse using Inventory Transaction Entry.

The informative sales history reports offered by Sage MAS 200 give management tools lacking in their old system. At a glance, they can now see product sales in both quantity and dollars on a monthly- month basis — sorted by customer or by item. These reports enable Majesco Sales to recognize trends, and to make strategic marketing and stocking decisions about their products, all resulting in higher profits for the company.

Majesco uses a receivable factoring service, and must send a list of invoices to the service daily. They used to print a paper copy each day and fax it to the service, but the ever-increasing volume of invoices make this task tedious. Net at Work suggested an electronic method to simplify the process. Net at Work developed an export utility using the Sage MAS 200 Visual Integrator module. Now a menu option within Sage MAS 200 creates a file of the day's receivables, which are quickly and easily uploaded to the factoring service. The benefit — a secure, integrated, electronic solution that results in Majesco's receivables being paid faster.

Majesco Sales' prior software was difficult to use and inflexible, requiring them to become highly dependent upon their accountants in the preparation of their financial statements. Even when a seemingly simple change was required, the reports had to be redesigned. Since the implementation of Sage MAS 200, Lauri can easily modify reports and design new financial statements using the simple, yet powerful reporting tools included in Sage MAS 200 software. This saves both time and money.

Lauri Coladonato, Majesco's Controller appreciates the professionalism of Net at Work's staff. She is confident that her questions will be answered correctly, and in timely fashion. With so much activity passing through their software each day, Majesco simply cannot afford down time — and Net at Work's response time does not disappoint.

Sage MAS 200's broad range of capabilities, and the professionals at Net at Work, combine to help put Majesco Sales ahead of the game.

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