



CUSTOMER SUCCESS STORY

CUSTOMER

Centiv, Inc.

INDUSTRY

Interactive point-of-purchase marketing

LOCATION

Vernon Hills, Illinois

Number of Locations

One

Number of Employees

50

SYSTEM

Sage MAS 500

Modules in Operation

- eCustomer
- eExecutive
- General Ledger
- Accounts Payable
- Accounts Receivable
- Cash Management
- Inventory Management
- Inventory Replenishment
- Purchase Order
- Sales Order
- Sage CRM SalesLogix Sales
- Multicurrency Management
- Warehouse Management

“Signs of Progress” for Centiv With Sage MAS 500

Manager’s Sale—Pepsi 24-pack \$6.00. Banners, posters, floor displays, and signs with messages like these are important for generating sales. Now, manufacturers, distributors, and retailers can create their own signage online with Instant Impact™, an innovative merchandising program from Centiv, Inc.

Users go to the Centiv Web site, access Instant Impact templates pre-created by brand, customize their promotional materials, and place orders. Centiv’s design and production center creates point-of-purchase materials and ships the finished goods. The beauty of the system is that materials can be made very quickly, typically within 48 hours, and brand images and creative content cannot be altered. This preserves design integrity for the major corporations that use Centiv such as Anheuser-Busch, DuPont, Brown-Forman, and Pepsi. Centiv also provides equipment and supplies for in-house point-of-purchase production for many Anheuser-Busch distributors around the country.



System Interface Issues

When Jim Kearney arrived at Centiv as vice president and chief information officer in 2000, his first priority was to fix the business systems and enhance integration. The existing accounting package did not interface well with the distribution module, so data frequently had to be rekeyed and audited on a regular basis. What’s more, the jerry-rigged system couldn’t keep up with Centiv’s rapidly increasing volume of transactions and frequently crashed.

Rather than just upgrading the legacy software, Kearney wanted a fully integrated business solution. He compared several

CHALLENGE

Replace inadequate, unreliable accounting package with a robust, fully integrated, solid business solution with the right fit and functionality for a large volume interactive firm.

SOLUTION

Sage MAS 500 financial distribution and e-commerce modules.

RESULTS

Streamlined automation from A to Z; seamless data flow; 30% cut in operating costs; 50% increase in service levels; precise inventory control, forecasting, and reporting; increased order volume without adding costs.



Your business in mind.

