



CUSTOMER SUCCESS STORY

CUSTOMER

Gerry Davis Sports LLC

INDUSTRY

Uniforms and equipment for umpires

LOCATION

Appleton, Wisconsin

Number of Locations

One

Number of Employees

Six

SYSTEM

Sage MAS 200

Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Business Alerts
- Credit Card Processing
- Crystal Reports®
- Custom Office
- FAS Asset Accounting
- F9
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Sales Order
- Visual Integrator

Gerry Davis Calls It “Safe” With Sage MAS 200

“Call the man who makes the calls.”

That’s what baseball and softball umpires throughout North America do whenever they need shoes, hats, uniforms, or protective equipment—because with Gerry Davis Sports they’re dealing with one of their own.

Gerry Davis has been a Major League umpire for nearly 20 years, working two World Series and more post-season baseball than any other umpire during the 1990s. Umpires have typically worn steelworker’s shoes, which protect well but are uncomfortable and heavy. Davis decided to invent his own custom “plate shoe,” with steel toe and instep yet light enough to be comfortable hour after hour. He founded Gerry Davis Sports just five years ago to market his shoes, and quickly discovered an unmet need for related equipment. Today his company offers a full line of umpire protective gear and apparel, and has grown to more than \$1 million a year in sales.

Final Inning for MVP

For years, Gerry Davis Sports relied on Peachtree by Sage, one of Sage Software’s easy-to-use accounting packages for small



businesses. But as the company grew in just five years, so did its accounting needs. Data was re-entered into other systems as volumes increased and processes became more complex. Paperwork for each order had to be handled a minimum of five times. Sales were lost when items were out of stock, and customers refused to wait for often-lengthy back-orders. Still, demand was growing at a steady clip, especially during the company’s busy season between December and June.

As often happens, Gerry Davis Sports didn’t realize just how big the company was growing. But over time, they discovered that they had outgrown their trusty, well-loved Peachtree software.

CHALLENGE

Replace outgrown system with a full-featured financial solution that manages inventory and fulfillment and supports increasingly complex business processes and future growth.

SOLUTION

Sage MAS 200 financial and distribution modules.

RESULTS

Strategic inventory control, virtually zero backorders; 85% reduction in fulfillment time; capacity for 3X order increase with 50% less staff; eliminated daily deluge of calls with online customer self service.

"I believe we'll be able to handle three times our previous orders with half the people. And Sage MAS 200 has helped us trim fulfillment time by as much as 85 percent."

—Scott Ehret
Operations Manager
Gerry Davis Sports LLC

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.



An All Star Joins the Team

Scott Ehret, newly hired operations manager, knew there had to be a more efficient way to run the business. He asked Barbara Bader, CPA, of Fox Valley CPAs, Inc., to recommend a robust, full-featured financial and business management package that could also handle inventory control and order fulfillment tasks. She knew that Sage MAS 200 ERP would be a perfect fit. But in addition, she knew that her client would need a skilled reseller to do implementation, training and system conversion.

Conversion began as soon as the baseball equipment selling season slowed in late summer. Now orders are entered directly into Sage MAS 200 when a customer phones or places an order over the Internet. The system creates a pick sheet for the warehouse, issues packing information, generates invoices, verifies credit card clearance, and permits easy cross-checking throughout the company.

By leveraging the Sage MAS 200 Inventory Management module, the company now maintains appropriate stock on hand. This is essential, as inventory has grown to include 850 separate lines, and warehouse space has multiplied to 3,000 square feet.

"We'll be able to fill practically all requests without backordering this season," says Ehret, "a monumental improvement over previous years."

Customers and sales representatives alike are happy with the data made available by the new Sage MAS 200 system. "Our staff members can be much more responsive," explains Ehret. "Even while a customer is on the phone, we can determine whether items are in stock, answer questions about size and color availability, and quote an accurate price for shipping. It's all very streamlined and professional."

He adds that customers like being able to check on the status of their order on the Internet. "This one feature alone eliminates an enormous volume of calls every day," he says.

Ehret foresees big efficiencies from the new system. "I believe we'll be able to handle three times our previous orders with half the people. And Sage MAS 200 has helped us trim fulfillment time by as much as 85 percent. Our goal is to do a same-day shipment for every order that comes in before two o'clock in the afternoon. Last year we could never have even contemplated that kind of goal."

www.shelko.com

© 2006 Sage Software, Inc. All rights reserved. The Sage Software logo and the Sage Software product and service names mentioned herein are registered trademarks or trademarks of Sage Software, Inc., or its affiliated entities. Crystal Reports is the registered trademark and technology of Business Objects SA. All other trademarks are the property of their respective owners.

5MAS006 02/06 05-4236/0206