



CUSTOMER SUCCESS STORY

CUSTOMER

Hobie Cat Company

INDUSTRY

Sailboat and kayak manufacturer

LOCATION

Oceanside, California

Number of Locations

Two

Number of Employees

85

SYSTEM

Sage MAS 200

Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bar Code
- Bill of Materials
- Custom Office
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Library Master
- Material Requirements Planning (MRP)
- Purchase Order
- Return Merchandise Authorization (RMA)
- Sales Order
- Work Order

Hobie Cat Catches the Waves With Sage MAS 200

"The world is a waterpark, and Hobie makes the best rides." That's the word among owners of the swift fiberglass catamarans that transformed sailing. More than 100,000 Hobie Cats ply the world's waters, often in huge fleets and colorful regattas.

The "Hobie Way of Life" started 50 years ago when high-schooler Hobie Alter began building surfboards in his dad's garage. He introduced his first 14-foot catamaran in 1967, an instant craze because it was light, incredibly fast, and could be launched on the beach into the surf. In 1970 he unleashed the Hobie 16, the most popular catamaran in history.

Changing Tides at Hobie

The company weathered a major downsizing in the 1990s due to the advent of jet skis and sailboards, and moved from a midrange computer to a limited RealWorld accounting system on a UNIX network. The system served only 16 terminals, and had a mere 8 MB of storage. As Hobie Cat diversified and sales picked up again, they were ready for an end-to-end PC-based



networked enterprise resource planning (ERP) solution.

"We did our homework, scoping out various business solutions, and chose Sage MAS 90 because its price point was between a third and a half of other contenders," says Bill Baldwin, vice president. "Plus, it offered a good balance between rich features and user-friendliness." The company implemented Sage MAS 90 ERP in 1999, and then upgraded to Sage MAS 200 ERP in 2003 as sales rebounded.

Sage MAS 200 From Stem to Stern

Sage MAS 200 and a full suite of modules now manage the financials, operations, and

CHALLENGE

Company needed integration between general ledger, inventory, and manufacturing; RealWorld accounting software on UNIX could not be upgraded to PC-based network.

SOLUTION

Sage MAS 200 with full complement of financial and manufacturing modules, with plans to implement bar coding and e-commerce capabilities.

RESULTS

Although business has more than doubled in the past five years, staffing has only grown by 20 percent due to efficiencies provided by Sage MAS 200.

