



CUSTOMER SUCCESS STORY

CUSTOMER

The Game LLC

INDUSTRY

Sportswear

LOCATION

Phenix City, Alabama

Number of Locations

One

Number of Employees

150

SYSTEM

Sage MAS 200

Modules in Operation

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

Sage MAS 200 Scores Points With The Game

Team spirit is serious business for The Game—America’s number one headwear brand in college bookstores and large sports apparel chains. The Game designs, imports, decorates, and distributes logo apparel, primarily caps, embroidered with team names. They also hold the prestigious license for NASCAR headwear and apparel, selling to trackside vendors, licensed shops, and online customers.



The Game has in-house embroidery operations running two shifts a day, with digitizing equipment for high-quality production and speedy turnaround. Ten artists and designers use the latest technology to create dynamic designs. One sister company manufactures private-label apparel merchandise for sports corporations. Another operates a 200-person call center and fulfillment center, with 24x7 ordering capabilities for special programs and offerings.

When The Game, then known as Kudzu, opened its doors with only eight employees, the management team wanted to start things right. On the advice of their

accounting firm, they selected Sage MAS 200 ERP as their accounting system, and have been using it ever since to run the entire business.

“Sage MAS 200 is a phenomenal product from an accounting standpoint, and is also a great value for the money,” says Jeff Stillwell, a partner at The Game. “Our entire accounting department raves about it. It’s structurally sound, and gives us perfect results for auditing. And, it’s flexible enough for multi-company use, so we can swap companies in and out with ease. Because of all these benefits, we have no plans to leave the Sage Software family of products.”

CHALLENGE

Obtain a warehouse management system that will integrate with Sage MAS 200 to provide a comprehensive solution that features streamlined efficiency and seamless data flow.

SOLUTION

Sage MAS 200 financial and distribution modules, along with Radio Beacon™ WMS.

RESULTS

Seamless integration and data flow; streamlined automation; paperless processes; no more manual spreadsheets; increased shipments; cut late deliveries and related costs; reduced warehouse staff by 37 percent.



Your business in mind.

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—Jeff Stillwell
Partner
The Game 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.



Scouting for Warehouse Talent

The Game then grew to 150 employees and its warehousing functions became much more complex. In 1999, the company built a new 120,000 square foot building to house warehousing and distributions, hoping for economies of scale. But, the move worked the other way around. The building was so large that it was difficult to find anything.

"We had more than 10,000 SKUs and a manual tracking system," says Stillwell. "Items got lost in 24-foot racks. So Stillwell went hunting for a warehouse management solution—one that would integrate with the well-loved Sage MAS 200 system.

Hats Off to the All Star Team

Kudzu's reseller discovered RADIO BEACON™ WMS, a warehouse management system, at Sage Software's annual partner conference, and learned that the product integrated with Sage MAS 200. Stillwell evaluated and approved the concept. The reseller then brought in SWK, a Sage MAS 200 master developer who had created the RADIO BEACON integration. The reseller served as outside project manager for the entire implementation.

Sage MAS 200 and Radio Beacon proved to be an excellent answer. Today, data flows seamlessly from the back office to the warehouse and back again, all in a totally paperless process. Sales and purchase orders are delivered electronically to the warehouse floor. The accounting staff is "ecstatic," he says, because they no longer have to key data into spreadsheets.

The system barcodes master cases when shipments arrive from overseas, generates a bar-coded shipping label for each order and does paperless picking. Picks are scanned for confirmation against order data, boxes are sealed and they're conveyed to shipping. Most importantly to The Game, the system also separates orders between sister companies, eliminating confusion.

"Sage MAS 200 now forms the basis for a completely integrated solution," explains Stillwell. "It has allowed us to reduce warehouse staff by 37 percent, although we're shipping more product than a year ago. We're also realizing big savings from on-time shipments. We used to give discounts for late deliveries. Today we're meeting every one of our deadlines, even during peak season, and can therefore avoid discounts that eat into profits."

"We were able to do it all—automate our warehouse operations, and integrate it with our trusty Sage MAS 200 system," Stillwell comments.