

best

MAS 200

CUSTOMER

Strike King Lures Company
www.strikeking.com

CORPORATE PROFILE

Type of Business

Fishing lure manufacturer

Number of Locations

One

Subcontractors

2

Size

\$25+ million

SYSTEM PROFILE

Operating System

- Microsoft Windows NT and 2000
- Users on System: 25

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Asset Accounting Powered by FAS
- Bank Reconciliation
- Bill of Materials
- Crystal Reports
- Custom Office
- General Ledger
- Import Master
- Inventory Control
- Magnetic Media
- Material Requirements Planning (MRP)
- Payroll
- Purchase Order
- Sales Order
- StarShip
- Visual Integrator
- TimeCard
- Work Order

Third-Party Modules in Operation

- EDI Advantage



Strike King Reels in a Whopper with MAS 200

Wild Thang, Bo-Hawg, Craw Tube and Tube Lizard. These are just a few of the best-selling products from Strike King Lure Company, widely recognized by anglers as being number one in fishing lures. Its lures are featured on national TV shows including Strike King's One More Cast, The Bass Class with Denny Brauer, Barry Stokes' Outdoor Trails and several other ESPN and ESPN2 Outdoors programs. Strike King sponsors 10 professional fishermen and two professional fisher women, many of whom are two- or three-time winners of BASS Angler of the Year and FLW Tour Angler of the Year. Five of the most recent BASS Master's Classics winners have been exclusive users of Strike King lures.

In addition to the 14,000 spinner baits Strike King manufactures through

subcontractors every day, the company also produces buzzbait and jig lures, plastic crankbaits, silicone lures, foam lures, some pork lures, a line of Catfish baits and a complete line of sunglasses. Their products are sold through local tackle shops, distributors and major retailers like Academy Sports, Maurice's Sporting Goods, Wal-Mart, Galyan's and other sporting goods outlets.

THE CHALLENGE

Strike King advertises, "Don't just follow the leader. Be a leader!" Executives took their own advice in 1992 when they modernized the company's business systems. They dumped an old XENIX-based package and installed MAS 90 with Payroll capabilities, gradually adding

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"MAS 200 is slicker than greased lightning! Since installing MAS 200 we've doubled our throughput capability with approximately the same number of employees as in mid-1995."

*John Kitchens
MIS Manager
Strike King Lure Company, Inc.*

modules as operations became more complex. Soon they were running all of their payables, purchasing, general ledger and inventory control functions through MAS 90.

By 1997 Strike King had doubled in size, and foresaw even more dynamic growth in the near future. Client/server architecture was a logical answer for accommodating increased business needs, permitting more functionality and distribution of tasks without adding hardware. This upgrade would provide the speed of a UNIX platform with the flexibility of a Windows NT based network. John Kitchens, MIS manager, implemented MAS 200, and he's been adding on new modules and capabilities ever since.

THE SOLUTION

Kitchens quickly discovered that the benefits of MAS 200 were no fish story. "MAS 200 is the best thing since sliced bread," he says. "We run our entire business with the system, doing everything from EDI ordering to shipping and even timecard processing. To my great relief, we don't have to modify our operations to fit the business system. MAS 200 works the way we do."

MAS 200 starts with Strike King's receiving department, where the Inventory Management module barcodes incoming goods. It verifies against Purchase Order data, tracks items as they are put into stock, sends notification to the Accounts Payable module, and creates a transactional history report if any discrepancies arise.

Strike King also uses MAS 200 to take customer orders electronically over an EDI and import data directly to the Sales Order module. The production scheduler determines percentages of orders to be released from inventory, and creates a daily fill rate report. Inventory is prioritized based on pre-programmed criteria. The system barcodes a picking ticket for warehouse staffers, who then pre-stage orders for delivery via StarShip, an automated shipping and invoicing module. MAS 200 Shipping Data Entry flags orders with errors, giving the shipping department time to resolve the problems before the orders are shipped,

thus ensuring correct quantities are sent with no over or under shipments.

"When you've got thousands of individual part numbers like we do, it's awfully easy to pick the wrong color or size," says Kitchens. "Shipping Data Entry has done a tremendous job, reducing our incorrect shipments by about 30 percent. Just this one aspect of MAS 200 will save us at least \$40,000 in the first year in invalid shipping cost."

StarShip feeds data to the invoicing system, prepares shipping labels for UPS, Fed Ex and truck line shipments, and maintains appropriate tracking numbers within the system. No longer is it necessary to plow through paper logs to put a trace on a shipment. Information can be located by customer or by shipping order, since one customer may have dozens of orders. Soon Kitchens plans to implement advanced shipping notices (ASNs) too. This StarShip option sends an e-mail notification to retailers confirming that an order has shipped and estimating the delivery date.

Kitchens makes extensive use of the Bill of Materials and Material Requirement Planning (MRP) modules. "We run MRP based on an annual forecast by item by month, so we know a year in advance exactly what we'll need. This is fantastic for a seasonal business like ours, where we have to purchase some items with a six-month lead time." He uses the module to tweak forecasts and adjust purchasing patterns — like the time the rocket shad spinner bait sold an astounding 400,000 items its first year, and he had to order more for the next season in a hurry.

"MAS 200 is slicker than greased lightning!" Kitchens says. "Since installing MAS 200 we've doubled our throughput capability with approximately the same number of employees as in mid-1995. Now tell me — just how cool is that?"

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