

CUSTOMER SUCCESS



Haywin Weaves Seamless Solution With Sage MAS 200 and EDI Advantage

“We’ll do business with you if you get EDI.” That’s what the nation’s largest retailer told Haywin Textile Products in 1997, back when e-commerce was still in its infancy. Haywin was then a player in the home furnishings industry, manufacturing and distributing sheets, bedspreads, comforters, and bed-in-a-bag products.

Few competitors were positioned to join the retailer in e-business. Haywin stepped up to the plate and launched a fully automated Sage MAS 90 system with electronic data interchange (EDI) capabilities. Business increased significantly, profits soared, and now the company is a licensing partner with heavy hitters like Fruit of the Loom and Beautyrest.

Starting from Scratch

When approached by the retailer, all of Haywin’s business functions were being performed manually. So the company started from scratch to create a new system. The first step was adoption of Sage MAS 90, followed by add-on modules from Sage authorized developers: DFA warehouse management system and Kissinger EDI Advantage.

Robert Brownstein, CFO, and Francisco Cruz, director of MIS, were already experts on Sage MAS 90 from former positions. They worked closely with their reseller for smooth integration of all modules and speedy launch of EDI. Once electronic interfacing with the major retailer was operational, many other EDI-based relationships quickly followed. The increased volume has prompted Haywin to upgrade to Sage MAS 200 for extra speed, and easier access to customer records.

Sewing Up the Competition

Why EDI instead of Internet-based commerce? According to Brownstein, large retailers often prefer communicating with suppliers on secure servers rather than using potentially hackable Internet connections. EDI technology provides a dedicated channel that retailers configure to their specific needs. “Using EDI is the only way to succeed in our business today,” he says.

Customer:

Haywin Textile Products, Inc.

Industry:

Home textiles manufacturer and distributor

Number of Locations: Three

Number of Employees: 110+

System:

Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Direct Deposit Extended Solution
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Sales Order
- Third-Party Modules
- DFA DLOC Warehouse Management System
- Kissinger EDI Advantage

CHALLENGE

Obtain a fully automated accounting solution with EDI Advantage compatibility, easy data access and room for growth.

SOLUTION

Sage MAS 200 financial and distribution modules as well as EDI capabilities.

RESULTS

Seamless software interface; Streamlined data flow; Automation from a to z; Instant data access and order processing; Direct communication with customers; Leveraged technology for more strategic positioning.

Kissinger EDI Advantage features multiple mapping capabilities and complies with a wide variety of trading partner requirements. Haywin uses the module to receive electronic customer orders and to download information directly to its Sage MAS 200 accounting software. Sage MAS 200 then creates a sales order complete with item numbers. Processing that previously took 15 minutes per order is now completed instantaneously. "Since we're in direct communication with our customers, orders are completed literally in seconds," says Brownstein.

The feats being accomplished by Sage MAS 200 and EDI Advantage are remarkable given Haywin's business complexity. "Our customers can have as many as 2,700 stores, each placing individual orders to replenish inventory," notes Brownstein. "One buying office might send us a purchase order for delivery to 500 different stores. We'd be sunk without Sage MAS 200 and the modules that manage our ordering, tracking, shipping, and warehousing procedures."

Haywin employees enjoy enhanced access to the customer database. They can go directly to customer files, perform searches and provide updates on order status—all just by clicking on a Web page.

Customers have been enthusiastic about Haywin Textile's system. The company was recognized by both IBM and Cisco for its innovative business solutions, and was featured in the Investors Business Daily.

"The Sage system allowed us to make a quantum leap in our business," says Brownstein. "Electronic sophistication lets us work with the leading names in our industry. This never would have been possible without Sage MAS 200 and EDI Advantage."

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ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

