

CUSTOMER SUCCESS



## Swing-N-Slide: Swift eSales With Sage MAS 200 – SQL Server Edition

Child’s play is serious business at Swing-N-Slide, manufacturers of wooden outdoor playground equipment. Twenty years ago, the only quality playground products designed for backyards were expensive, pre-cut wooden swing sets priced over \$1,000. Swing-N-Slide recognized an unmet need, and began selling strong, durable, and lower-cost playground projects. Today their line of do-it-yourself wooden playground equipment is the market leader in the United States, sold worldwide through 6,000 home center, building supply, and hardware stores.

Swing-N-Slide recognized the need for a robust financial system early on, and has used Sage MAS 200 ERP software as its backbone for nearly a decade. “Sage MAS 200 has done everything for us almost since time began,” says Scott LaCourse, IT manager.

“It manages our order processing and all the fundamental accounting functions, including payables, receivables, general ledger, and payroll. It’s working so well that as we’ve grown, we haven’t even considered switching products. We knew the right choice was upgrading to Sage MAS 200 – SQL Server Edition.”

The customer database contains about 12,000 entries. Of those, between 4,000 and 6,000 are active retailers. “I like being able to put a flag in the Accounts Receivable module to indicate which partners are featured on our Web site retailer locator,” LaCourse says. “Their information goes straight from the database to the locator, which saves me a lot of time.”

Quarterly taxes are reported using the Magnetic Media capabilities, in compliance with state requirements. “We just load the tax-related tables, and Sage MAS 200 does the rest,” LaCourse notes.

### Accuracy Saves Money

Major trading partners insist on their vendors communicating through an electronic data interchange (EDI). For five years Swing-N-Slide has used an integrated third-party module, written specifically for Sage MAS 90 and Sage MAS 200, that facilitates transactions with its 20 largest customers. “On a busy day, our EDI handles about 175 orders,” notes LaCourse. “I doubt we could do that volume if we had to take orders manually, and rekey them into the system. Having an EDI interface means that our data in Sage MAS 200 is very accurate.”

**Customer:**

**Swing-N-Slide**

**Industry:**

Playground equipment manufacturer

**Location**

Janesville, Wisconsin

**Number of Locations:** One

**Number of Employees:** 125

**System:**

**Sage MAS 200 – SQL Server Edition**

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- Credit Card Processing
- e-Business Manager
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Sales Order
- Visual Integrator

**CHALLENGE**

Automate business systems to handle growth; offer EDI and online commerce to improve sales to “big box” stores, and consumers.

**SOLUTION**

Sage MAS 200 – SQL Server Edition for all financials and new e-commerce capabilities, plus EDI link with largest trading partners.

**RESULTS**

Totally integrated business systems; improved ordering service with major partners; new Web site that is very successfully helping to eliminate discontinued items.

Accuracy is also enhanced by a modification to the Sales Order module that checks for duplicate purchase order numbers.

"Sometimes we get orders by EDI or fax and the purchase order number is already in the system," says La Course. "Sage MAS 200 alerts us to avoid double shipments. A single order can run \$15,000 and freight charges are considerable, so this one customization saves thousands of dollars."

### Swinging Cyber Sales

About a year ago, Swing-N-Slide ventured into e-commerce using the Sage MAS 200 e-Business Manager module. "We started small with a clearance store, offering items that would otherwise be obsolete so we wouldn't compete with our biggest retail partners," says LaCourse. "The popularity of the site surprised everyone, including the marketing folks. We now offer 35 obsolete and discontinued items online, directly to consumers."

LaCourse notes that managers throughout the company can log on to Sage MAS 200 and select products to appear on the clearance Web site. "I like them maintaining the online store themselves," he says. "It's one less thing for my IT group to worry about."

He also appreciates the tight integration between the Credit Card Processing module and e-Business Manager, providing seamless credit card transactions for online customers.

Swing-N-Slide uses a custom modification from their reseller for e-Business Manager that ties several e-commerce sites to Sage MAS 200. This has allowed them to run an e-business site for premium products, and expand online offerings in the near future. "We're rolling out a new line of skateboarding and rollerblading ramps," La Course says.

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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.

