

CUSTOMER SUCCESS



Sage MAS 200—A Fresh Solution For Certi-Fresh Foods

Certi-Fresh Foods, Inc. of Bell Gardens, California processes and distributes fine fresh and frozen seafood products to restaurants, food service suppliers, and retailers. The company has experienced dramatic growth since its inception in the late 1980's, both through increased demand for its products and through acquisitions of similar enterprises.

A Big Catch

Certi-Fresh's rapid growth overwhelmed its QuickBooks software. "We were trying to run a large operation on entrylevel accounting software," explains Moise Garrett, controller at Certi-Fresh. "Essentially we just used the software to spit out financials. Everything else was done manually. We knew we needed a comprehensive ERP solution to manage inventory, sales, and purchasing. When we saw the capabilities of Sage MAS 200 ERP, it became an easy decision for us."

Weighing Inventory Levels

Since Certi-Fresh's products are perishable, it is imperative to accurately balance stocking levels—ensuring the company has enough on hand to meet its customers' needs, while at the same time making sure it doesn't overstock. "If we don't have it in stock, we lose that sale. We've got to have what our customers want, when they want it," explains Garrett. "Sage MAS 200 allows us to look at historical sales; analyzing this season last year, for example, and make informed buying decisions."

Similarly, access to previous season sales trends allows the company to decide to take advantage of lower market pricing that vendors may offer on certain inseason seafood. "We'll buy more of a certain seasonal fish if we had great success with it last time." Garrett notes that by comparing cash on hand forecasts with sales forecasts, he is able to analyze Certi-Fresh's cash flow and allocate additional funds to purchase a large quantity of a best-seller.

Managing Large Inventory

Over time, many of the 4500 inventory part numbers become obsolete when they represent product that are no longer available. A Sage MAS 200 utility purges the database of items with no recent history and no transactions, keeping the database valid and current. Slow moving items, and those with surplus stock, can be offered at discounted prices, salvaging the inventory investment and keeping customers happy with frequent specials.

Customer:

Certi-Fresh Foods, Inc.

Industry:

Seafood Distribution

Location

Bell Gardens, California

Number of Locations: One

Number of Employees: 180

System:

Sage MAS 200

- General Ledger
- Accounts Receivable
- Accounts Payable
- Business Alerts
- Inventory Management
- Sales Order
- Purchase Order
- Bank Reconciliation
- Bill of Materials

CHALLENGE

Entry-level accounting software lacked comprehensive inventory, sales, and purchase management capabilities.

SOLUTION

Sage MAS 200 provides a cohesive solution — allowing the company to manage all aspects of its operations.

RESULTS

Better sales forecasting reduces waste and increases order fulfillment rates; historical sales data optimizes the purchasing process.

The Sage MAS 200 Business Alerts module helps Certi-Fresh monitor important conditions in the database. For example, an e-mail is sent to the inventory manager when quantities available of an item dip below the reorder point, or when on-hand quantities fall below zero.

An unexpected benefit of Sage MAS 200 has been its ability to increase teamwork among Certi-Fresh employees. Before Sage MAS 200 delivered integrated inventory management, purchasing, sales, and shipping, staff was less likely to see the impact their job had on another department. Garrett explains, "We've got better communication now. Our buyers don't make decisions without talking to sales, and sales periodically makes recommendations to our warehouse and purchasing staff about trends they see and customer feedback they get."

Catching Answers

The Business Insights Dashboard keeps Garrett and the rest of the management team informed of Certi-Fresh's top customers, top selling items, and cash flow through continually updated charts, graphs, and reports delivered to their computer desktops. With this information constantly available, Garrett says they are inspired to look for ways to increase sales for customers, boosting others to the top of the list.

Garrett says Certi-Fresh used to miss terms discounts offered by its vendors, simply because it did not have a reliable way to identify invoices with an expiring discount. Using Sage MAS 200, Garrett can select invoices for payment based on the discount date, ensuring Certi-Fresh never pays more than it needs to. Accounts Receivable aging reports help Certi-Fresh keep atop slow paying customers. Staff can use the Aged Invoice Report, which includes customer contact information, to make collection calls. If needed, staff can instantly e-mail or fax a PDF copy of the invoice directly to the customer.

"Sage MAS 200 empowers us with better information. And better information leads to better business decisions."

Cohesive Solution

With access to customer sales history during order entry, sales representatives can be proactive while on the phone with customers, offering more of the products they ordered last time, for example. Sales staff also has access to purchase order data during order entry, enabling them to give customers estimated arrival dates for products on order.

Sage MAS 200 provides a cohesive solution enabling Certi-Fresh to manage all aspects of its inventory, purchasing, and sales operations. "Sage MAS 200 empowers us with better information," says Garrett. "And better information leads to better business decisions."

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.

