

## CUSTOMER SUCCESS



## Hansen's Bottles Up Healthy Profits With Sage MAS 200

Cool beverages are a hot commodity, especially in the fast-growing market for “alternative” drinks. These beverages are aimed at health-conscious people who want alternative soft drinks and fruit juices—and Hansen Natural Corporation has established an enviable niche with its sparkling juices, natural sodas, and ready-to-drink beverages.

Hansen's started more than 70 years ago selling fresh non-pasteurized juices. Since then the company has grown to become a publicly traded leader in the “new age” beverage category. Hundreds of cases of Hansen's specialty drinks are loaded every day into trucks at warehouses for delivery all over the country. Primary customers are retail grocery chains such as Albertsons, Ralphs, and Safeway; club stores like Costco and Wal Mart; specialty stores like Trader Joe's; and independent distributors that serve small outlets such as delis and sandwich bars.

### Old System Gone Flat

In the late 80s, Hansen's was burdened with two fundamental issues. First, its giant manufacturing facility was too large for its needs. So the firm sold off its plant and began to outsource its manufacturing operations.

The second problem was a behemoth computer and cumbersome accounting system. The Digital VAX 750 required endless backups and took up valuable space in a large air-conditioned room. Hansen's decided to jettison the old equipment and at the same time look for a more flexible accounting package.

### The Natural Solution for Hansen

Hansen's accountants, Deloitte & Touche, LLP, analyzed the company's program requirements and recommended desktop computers running Sage MAS 200 ERP. Implementation of the new platform was completed in 1990.

“Off the shelf, Sage MAS 200 had many of the features of a fully customized system,” says Tom Kelly, the controller at Hansen's. “It was fairly inexpensive. Yet it was also so robust that we've been able to run higher-quality and more detailed reports from a personal computer than we could with a large, costly program on a half-million-dollar machine. I was very impressed and gave the system an A+ in every area.”

### Customer:

**Hansen Natural Corporation**

### Industry:

Manufacturer and marketer of natural beverages

### Location:

Corona, California

**Number of Locations:** One

**Number of Employees:** 95

### System:

#### Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- Business Alerts
- Credit Card Processing
- Crystal Reports®
- Custom Office
- e-Business Manager
  - .store
  - .inquiry
  - .order
- FAS Asset Accounting
- F9
- General Ledger
- Inventory Management
- Material Requirements Planning (MRP)
- Purchase Order
- Sales Order

### CHALLENGE

Replace high-maintenance, archaic system with a flexible accounting system that provides streamlined integration, scalability for growth and solid financial reporting.

### SOLUTION

Sage MAS 200 financial and distribution modules.

### RESULTS

Manual order processing reduced by 70%; extensive financial analysis capabilities; reports in minutes that previously took hours; reliable financial data; streamlined integration of modules; seamless upgrades.

Ten years later, Sage MAS 200 still runs smoothly and quickly on a desktop, even after an upgrade from UNIX to Windows NT and then client/server. “In the old days our accounting program took an hour to run a report. With Sage MAS 200 the same project takes only a few minutes. And even though our systems have become much more complex and demanding, the software is as easy to use as ever,” Kelly adds.

Sage MAS 200 has kept pace with Hansen’s expansion despite massive changes in the high-tech industry. Kelly attributes this to both the excellent customization services provided by the reseller and the quality of the product’s new versions. “What I find remarkable about Sage MAS 200 is that its upgrades are so well integrated. As a result, Hansen’s has been able to grow efficiently with Sage MAS 200 in place for an entire decade.”

A good example of technological change and increased efficiency comes from order processing. Ten years ago, all of Hansen’s orders were taken over the phone or fax and entered manually by a sales order clerk. Today, 70 percent of all orders are received electronically through EDI Advantage, which supports integration with Sage MAS 200. Data is fed automatically into the Sage MAS 200 Sales Order module.

Once an order is input to the Sage MAS 200 system, the director of operations uses the Open Item and other reports to schedule shipments. A bill of lading is printed with release forms from Sage MAS 200, signed off, and sent to the warehouse. Trucks are loaded based on the release forms, which are then sent to billing, and invoices are printed and mailed to the customer. All modules feed seamlessly to the General Ledger.

“I really appreciate the fact that Sage MAS 200 is almost foolproof,” says Kelly. “It provides an excellent audit trail, and doesn’t allow you to make mistakes, such as setting up one-sided journal entries. This means I can trust the reliability of our financial reports—a critical element when reporting to banks and the Security & Exchange Commission.”

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Hansen Natural Corporation has proven itself to be an innovator, both in its creative product positioning and in its early adoption of PC accounting software. Now it enters the new millennium with an established track record of success, with systems in place that can easily support continued expansion.

## 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.

