

CUSTOMER SUCCESS



Veo Clicks a Better Image With Sage MAS 200

Nearly one-fifth of the Web cameras used around the world are made by Veo, a privately held hardware manufacturer. Founded in Silicon Valley in 1993 as Xirlink, Veo evolved from its roots as an OEM to become a premium provider of retail products as well as OEM partner with many Fortune 500 companies.

Veo's digital imaging devices include Web cameras, digital still cameras, handheld cameras, networking cameras, and embedded cameras for handheld devices. World headquarters moved recently to Taiwan, where, the company also maintains R&D, engineering, and manufacturing facilities. Sales, marketing and U.S. operations are conducted in San Jose, California.

Snapshot of Speedy Growth

As recently as the end of 1999, Veo had only 50 employees worldwide, and could maintain its financial records on DacEasy. But with the new millennium, consumer excitement took off in the digital camera industry—and so did the fortunes of Veo.

"We searched for a new accounting system that could accommodate our planned growth for at least five or six years," explains Steven Ho, IT director. "We selected Sage MAS 90 ERP, and later upgraded to Sage MAS 200 ERP for SQL Server, because of the robust features, reasonable price and minimal support requirements. Also, we liked the fact that Sage MAS 90 is well-known in business circles, so we wouldn't have to spend lots of time training all of the new people joining our team."

Sage MAS 200 for SQL Server automates all business transactions at Veo, including payables, receivables, ordering, bank reconciliation, inventory management and shipping. Replacing the manual processes used earlier, the new system takes information from sales order entries and passes it along to a picking sheet. The shipping department can either use a scanner or key in the sales order number to bring up delivery addresses and store tracking numbers. Then the accounting group closes the batch and the order is complete.

"Having all of these processes integrated saves a lot of time and relieves us of all the manual work we did before," says Ho. "We can process an order in just one-third the time it took previously, and access near-real-time data from the warehouse."

Customer:

Veo

Industry:

Digital Imaging/Hardware Manufacturer

Location

San Jose, California

Number of Locations: Three

Number of Employees: 350

System:

Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- General Ledger
- Inventory Management
- Purchase Order
- Return Merchandise Authorization (RMA)
- Sales Order
- StarShip Link

CHALLENGE

Explosive growth in the popularity of digital cameras swamped existing DacEasy system, inhibiting further company expansion.

SOLUTION

Sage MAS 200 for SQL Server, with full suite of distribution and financial modules, including Inventory Management, RMA, and StarShip Link.

RESULTS

Order processing time cut by two-thirds; shipping preparation time cut by three-quarters; reporting time improved 100-fold, near-real-time data in distribution operations.

Streamlining With StarShip Link

Ho attributes most of these efficiencies to the integrated Sage MAS 200 StarShip Link module. "Before we had to key in information to a stand-alone UPS® system. Errors inevitably occur when data is retyped. Not only have we cut three-fourths of the time required for processing a label, but we've also dramatically improved accuracy. It would be very difficult for us to support our current volume of business without StarShip Link."

The Sage MAS 200 Return Merchandise Authorization (RMA) module tracks returned merchandise received from Veo customers. "Returned orders consume a great deal of manpower because they can be complicated," Ho notes. "We previously used a home-made system to track returned merchandise, but it was inefficient. Our new RMA module records whether the order requires credit or replacement and automatically initiates the correct action. We're anticipating a big time savings as we use the system to process customer returns."

About 170 orders a month come in over Veo's Web site. In addition they receive 60 to 90 OEM or retail orders per month. Veo hopes to increase this volume, and has launched a new e-business solution tied to the Sage MAS 200 Sales Order module with Visual Integrator. "We're so pleased with the smooth integration between our e-commerce site and Sage MAS 200 that we're looking for ways to extend similar capabilities to consumers," says Ho.

Ho is especially pleased with the speed and reliability of Sage MAS 200. "System performance is easily 100 times faster than what we had before," he comments. "Reports that took 10 minutes are now created in an instant. Most importantly, Sage MAS 90 and Sage MAS 200 have never crashed on us. From an IT manager's perspective, this is everything."

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