

CUSTOMER SUCCESS



GoLite Lightens Workflow With Sage MAS 90 and Ensemble Business Software

Lightweight, comfort, and durability are must-haves when outdoor enthusiasts shop for clothing and equipment. This explains why adventure racers, alpinists, backpackers, cyclists, and runners drool over GoLite products.

GoLite manufactures outdoor clothing, packs, tents, sleeping bags, and accessories. Its unique, technologically advanced products combine maximum performance and minimum weight, with features like watertight zippers, easy-grab siliconized zipper pulls, and super-durable flat-lock seams. As proof of its growing popularity, Backpacker Magazine readers voted GoLite as their “Favorite Ultralight Pack.”

Beyond QuickBooks

But there was nothing advanced or high-performance about the company’s business system. “We were struggling to make QuickBooks and Mail Order Manager work for us,” says Christopher Boyd, technology manager. “The system couldn’t tell us whether items were already allocated for orders, or were really available in inventory. It didn’t report which sizes or colors were in stock—essential for a clothing manufacturer with seasonal requirements like ours. Also, it wasn’t designed to support our dealer network, where the majority of our business lies.”

GoLite spent two years searching for a replacement system. Nothing was good enough—until the operations officer recommended Sage Software, which she’d used at a previous position. To clinch the deal, Ensemble Business Software (EBS), a Sage Software Master Developer, showed GoLite its integrated solution especially designed for apparel businesses. “The credibility of Sage Software’s huge installed base, plus the industry-specific capabilities in EBS, were the real ringers for us,” notes Boyd.

Size/Color Matrix

GoLite employees use the integrated Sage MAS 90 ERP and EBS system to populate order entry screens in the Sales Order module the moment an order comes in. They create a new customer, or look up existing customer information, using numbers determined by customer type. Orders are established using the EBS size/color matrix, checking real-time availability in inventory.

Customer:

GoLite, LLC

Industry:

Outdoor equipment and apparel manufacturer

Location:

Boulder, Colorado

Number of Locations: One

Number of Employees: 22

System:

Sage MAS 90

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order
- StarShip

Ensemble Business Software Modules

- Distribution Solution
- Field Sales
- Warehouse Management

CHALLENGE

QuickBooks and Mail Order Manager could not provide integrated time-phased availability information or size/color matrix for order management, or adequately support dealer ordering

SOLUTION

Sage MAS 90 and Ensemble Business Software as integrated solution, with full complement of accounting, distribution, and warehouse management modules

RESULTS

Average order size has increased; administrative time is down; shipping volume is up thanks to new software

"If someone wants an extra-large, short-sleeved red top, we know immediately whether it's in stock," Boyd explains. "If it will reach our warehouse three days from now, we can tell customers that too." Using macros on spreadsheets tied directly to Sage MAS 90, GoLite can also offer warehouse information to other vendors who share their availability.

Barcoding for Better QC

Once an order is placed, allocations run several times a day. The system creates and prints pick tickets, which go to the warehouse attached to GoLite's administrative building. Employees pick and scan items by barcode. Items are then scanned a second time as they go into packing boxes, reducing errors and losses.

"We have great faith in our quality control now, with both electronic and paper trails backing up every shipment," says Boyd. "Recently, a customer complained that they didn't receive an item. We could prove it had indeed gone into the packing box, and they admitted that they'd made a mistake. We make very cool stuff, and things sometimes 'disappear' from customers' premises. So having sophisticated tracking is critical."

Speedier Shipping

After the warehouse packs an order, the system's StarShip module integrates with UPS to print out a label, uploading to a batch at the end of the day. Batches go to accounting for invoicing.

GoLite has discovered important efficiencies in order processing. "Our new system and warehouse have trimmed half a day off of fulfillment times. If we get an order in by noon, it ships the same day, and customers love that," Boyd says.

Working with Web Orders

GoLite uses the Field Sales module to manage its Internet sales. "Customers require a lot of information on products before they order, such as the exact weight of a tent both with and without stakes. This creates special demands on e-business software," says Boyd.

"We're now shipping more goods with the same amount of people. Our average order size has gone up because we have better exposure to what is available in inventory. And our administrative workload has decreased."

"Our Web site is connected to near-real-time inventory data from the warehouse, with availability snapshots three times a day," he continues. "We never could have done this without the Sage Software and EBS system."

Happy Campers

Bottom line benefits from converting to Sage MAS 90 and EBS run across the board. "We're now shipping more goods with the same amount of people. Our average order size has gone up because we have better exposure to what is available in inventory. And our administrative workload has decreased, since the system no longer locks up, corrupting data and forcing everybody to stop work," notes Boyd.

GoLite is pleased with the performance and value of its new software. "I'd definitely choose Sage MAS 90 and EBS again," Boyd says. "The system is stable, provides us with reliable and usable data, and is an integral part of our success growing our business."

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.

