

## CUSTOMER SUCCESS



## Orpheus Music Hits All the Right Notes With Sage MAS 90 and ACT! by Sage Link

Many of the world's finest musical artists perform exclusively on instruments distributed by Orpheus Music, Inc. Flutist Rhonda Larson, who won a Grammy for "Spanish Angel," wouldn't tour with any other instrument. Neither would David Shostac, principal flutist and soloist with the Los Angeles Chamber Orchestra, or Nestor Torres, acclaimed master of post-New Age jazz. The beautiful flute music in the themes for "Mission: Impossible", "ET," "Roots," and "Apollo 13" are just a few of Sheridan Stokes' contributions with his Pearl Flute from Orpheus.

Jim Gavigan, Ph.D. and his wife Kathy, both professional musicians, formed Orpheus Music to provide the music community with superior quality instruments. Today their fine collection of flutes, piccolos, saxophones, timpani, and synthetic reeds are distributed by more than 2,000 dealers nationwide.

### System Out of Tune

During their early years, Orpheus used a variety of accounting software packages. As the business grew, they required better tracking of service and warranty information in addition to serialized inventory capabilities. A reseller in San Antonio introduced them to Sage MAS 90 ERP with a specialized service and warranty module.

### Perfect Harmony

Perfect harmony was achieved when Orpheus Music implemented Sage MAS 90. Sage MAS 90 has the features they wanted, including the core accounting modules, plus Payroll, Inventory, Purchase Order and Sales Order modules. In addition, the Sage MAS 90 ACT! Link module provides a seamless interface to the customer database.

"Any software can perform simple invoicing," says Mary Halvorson, operations manager at Orpheus. "But Sage MAS 90 is the only system we found that offers the end-to-end functionality we need as distributors."

Orpheus distributes big-ticket items like sterling silver and 18k gold flutes. Just-in-time inventory control is essential. Sage MAS 90 provides reliable reports for showing open orders, stock on hand and sales trends, allowing Orpheus to keep inventory to a minimum and control overhead

### Customer:

**Orpheus Music, Inc.**

### Industry:

Musical instrument importer and distributor

### Location:

San Antonio, Texas

**Number of Locations:** One

**Number of Employees:** Seven

### System:

#### Sage MAS 90

- General Ledger
- Accounts Payable
- Accounts Receivable
- Payroll
- Inventory Management
- Sales Order
- ACT! by Sage Link
- Bank Reconciliation
- Custom Office
- Purchase Order
- Business Alerts
- Fixed Assets
- Crystal Reports®

### CHALLENGE

Obtain a system with end-to-end distribution functionality that features superior service / warranty tracking and extensive serial lot inventory capabilities.

### SOLUTION

Sage MAS 90, the ACT! Link and the BCS vertical modules.

### RESULTS

Strategic management; precision inventory control; streamlined integration and instant data access; reduced overhead; improved customer service; saved hundreds of dollars a month; cut 800 phone bill by a third.

expenses. A Service and Warranty Tracking module from Business Computer Systems traces the history of products from arrival through the warranty period, automatically establishing permanent records for individual serialized items.

Halvorson is especially enthusiastic about the ACT! Link. Previously, sales employees taking orders often neglected to make appropriate entries in ACT! by Sage, the contact management software. With the ACT! Link module, a note is automatically inserted into the customer record. The sales team is able to check inventory, back orders, invoices and sales orders from within the customer database in ACT! without having to switch between two programs—saving time and allowing them to provide more efficient customer service.

“Sales personnel can answer practically any question for customers while on the phone,” says Halvorson. “If someone wants to buy 300 flutes, for instance, we know immediately whether we have that many in stock. We can be much more responsive.”

The phone bill has dropped by at least a third with the new system. Customers on the 800 number used to wait for long periods on hold while information was located. Now answers are available at the click of a mouse. This improvement alone saves hundreds of dollars every month.

The company is running smarter too, thanks to the Sage MAS 90 Business Insights application. The owners can pull up graphical Web reports whenever they want, showing top customers, best-selling items, current receivables and payables, or inventory status. “Business Insights allow us to be much more strategic in our thinking, and keep our finger on the pulse of the company,” Halvorson comments.

The new Sage MAS 90 system has proved to be exactly what Orpheus Music wanted. As Halvorson says, “With Sage MAS 90 and its diverse suite of modules, we can provide the best quality of service to our customers.”

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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.

