



CUSTOMER SUCCESS STORY

CUSTOMER

HerbaSway® Laboratories

INDUSTRY

Liquid Herbal and Dietary Supplements

LOCATION

Wallingford, Connecticut

Number of Locations

One

Number of Employees

47

SYSTEM

Sage MAS 200

Modules in Operation

- Accounts Payable
- Accounts Receivable
- ACT! by Sage
- Bill of Materials
- Credit Card Processing
- Crystal Reports®
- Custom Office
- FAS Asset Accounting
- F9
- General Ledger
- Inventory Management
- Material Requirements Planning (MRP)
- Purchase Order
- Return Merchandise Authorization (RMA)
- Sales Order
- StarShip

HerbaSway® Protects Health Naturally With Sage MAS 200

The good thing about an herbalist's tonic is the natural ingredient base. The bad thing is the ghastly taste and smell.

Dr. Franklin and Lorraine St. John recognized an important market niche—all-natural herbal therapies that actually taste good. Based on Traditional Chinese Medicine used for more than 5,000 years, they launched HerbaSway Laboratories and now produce high-quality herbal liquids and dietary supplements. HerbaSway's products are marketed through health food stores, pharmacies, medical practitioners, and increasingly to consumers through radio infomercials and their Web site.

Sales Triple, Swamping Existing System

It was the success of infomercials that prompted a switch in accounting software. In one year, sales volume tripled, and the HerbaSway's legacy Peachtree system was overwhelmed. "Peachtree was great, but it just wasn't designed for the size of company we were growing to be," explains Lorraine St. John, owner. "We created a wish list of features, selected Sage MAS 90 ERP, and



then upgraded to Sage MAS 200 ERP as orders continued to soar." Peachtree by Sage, Sage MAS 90, and Sage MAS 200 are all Sage Software products.

Sage MAS 200 runs all aspects of HerbaSway's operations. "The Sales Order module is one of the most important to us," says Lorraine St. John. "When an order comes in, our call center brings up the customer's information in seconds—amazing, given that we have more than 100,000 customers in our database. We can search by name, phone number, ZIP code or even street address, minimizing our customer's wait time. New orders are processed in real time and customers receive verification of their credit card

CHALLENGE

Radio infomercials brought in hundreds of thousands of new customers, overloading the existing Peachtree system.

SOLUTION

Sage MAS 200 with e-Business Manager, Credit Card Processing, Inventory Management, and a full suite of financial modules.

RESULTS

Seamless e-commerce and business system has reduced staffing needs, improved accuracy, permitted smarter cash flow strategies, and supported a four-fold growth in sales.

"We could never have grown so quickly without Sage MAS 200. It has allowed us to get rid of paper, reduce manpower costs in shipping, manage our payables better, speed up order processing and improve profitability. No matter what, it keeps right on running."

—Lorraine St. John
Owner

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



charges or opportunities to resolve charge declines during the phone call, again with minimum wait time. Customers find the service quick and efficient. Charged orders are electronically sent to the shipping staff. Orders are shipped out within a day. The system is incredibly fast and keeps up with our volume nicely."

The Inventory Management module creates reports that help HerbaSway reorder and avoid both out-of-stock and excessive stock issues. The Bill of Materials module records all production, keeps an accurate accounting of costs, posts results to the General Ledger and calculates profits in real-time.

e-Commerce Efficiencies

A newly installed e-Business Manager module has streamlined online ordering. "Previously, orders were entered manually, which took additional time and labor," says Kris Schiavo, IT Manager. "Now we have a seamless feed from the Web site to other Sage MAS 200 functions. When a customer completes their shopping cart, their credit card is preauthorized and the order is entered into Sales Order. Credit Card Processing dials out and obtains a credit card payment. Within five minutes the customer receives an e-mail receipt. Since e-commerce is such a huge part of our distribution mix, the efficiency of e-Business Manager is the only way for us to go."

"Before, credit card data was stored in plain text," adds Todd Wojtkowski, IT Specialist. "With e-Business Manager, it is encrypted and only the last four digits of the card number show. This means that sensitive customer information is much better protected."

Another important benefit comes from the system's user-friendliness. "Turnover rate in call centers is high," says Art Aery, Controller. "Sage MAS 200 is easy to learn, which cuts our training costs. Plus, errors are easy to catch, so our accuracy has improved."

"We could never have grown so quickly without Sage MAS 200," Lorraine St. John says. "It has allowed us to get rid of paper, reduce manpower costs in shipping, manage our payables better, speed up order processing and improve profitability. No matter what, it keeps right on running. We're not done. Next we plan to install the ACT! by Sage Link to integrate front office salespeople using ACT! by Sage with our Sage MAS 200 back office—another exciting project that will save money and make us even more efficient."