



CUSTOMER SUCCESS STORY

CUSTOMER

CFM Equipment Distributors, Inc.

INDUSTRY

HVAC Wholesaler

LOCATION

Sacramento, California

Number of Locations

Two

Number of Employees

38

SYSTEM

Sage MAS 200

Modules in Operation

- General Ledger
- Accounts Payable
- Accounts Receivable
- Payroll
- Inventory Management
- Sales Order
- Library Master
- Bank Reconciliation
- Custom Office
- e-Business Manager
 - .inquiry
 - .order
- Purchase Order
- Visual Integrator
- Extended Solutions
- Credit Card Processing

CFM Heats Up e-Business With Sage MAS 200

Staying cool in California’s steamy summers can be a challenge. So can staying warm in cold winters. CFM Equipment Distributors has an ideal niche—selling heating, ventilation, and air-conditioning (HVAC) equipment to independent contractors throughout Northern California and Nevada.

Business is booming, too. CFM has won American Standard’s Distributor of the Year Award four times, as well as its Outstanding Performer Award.

Warming Up Revenues

Always searching for improvement, however, the owners of CFM set themselves a lofty goal—dramatically increase sales without adding staff in customer service. They called their Sage Software business partner for ideas.

“We’d used Sage MAS 200 ERP for at least a decade to run our entire business,” says Joe Souza, vice president of operations. “And we’d been loyal users over the years, because Sage MAS 200 is a fully integrated system, and has helped keep our employee-to-sales ratio low. So we approached our



Sage Software reseller and asked for ideas on improving business-to-business volumes over the web. When they showed us the e-Business Manager modules, we knew we’d found the answer.”

Cool Competitive Edge

CFM Equipment Distributors uses Sage MAS 200 to manage everything from its inventory and general ledger to accounts payable and bank reconciliation. Now, in addition, the system has provided an end-to-end e-commerce solution, complete with online ordering, availability checks, allocation, pricing, and status checks—all 24-7.

CHALLENGE

Expand business without adding staff in customer service.

SOLUTION

Sage MAS 200 with full complement of e-commerce modules including e-Business Manager, .inquiry, .order, and Credit Card Processing.

RESULTS

Business volume grew by 50 percent in just four years without hiring additional service personnel, and online volume increased from 10 to 38 percent.

