

SAGE MAS 200



CUSTOMER SUCCESS STORY

CUSTOMER

Atlanta Oriental Food Wholesale Company

INDUSTRY

Grocery wholesale and retail

LOCATION

Doraville, Georgia

Number of Locations

Four

Number of Employees

300+

SYSTEM

Sage MAS 200

Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Business Alerts
- Custom Office
- FAS Asset Accounting
- General Ledger
- Import Master
- Inventory Management
- Payroll
- Purchase Order
- Sales Order
- Visual Integrator

Atlanta Oriental Food Blends East and West With Sage MAS 200

Whether you're shopping for kimchee, galangal or sambal oelek, chances are that Atlanta Oriental Food Wholesale Company (AOF) has it. With more than 8,000 different food items from 100 countries, and \$60 million in annual revenue, AOF serves as a wholesaler to grocery stores throughout the South, and also operates three retail stores.

AOF selected Sage MAS 90 ERP as its financial backbone in the mid-1990s. The company prides itself on using technology for a competitive edge. So, when President Harold Shinn learned about the additional functionality in Sage MAS 200 ERP, the client/server version of Sage MAS 90, he endorsed an upgrade.

Sage MAS 200 now manages all business and inventory functions at AOF through point-to-point T1 lines, including an inventory database with tens of thousands of items. A dedicated POS system at the three retail outlets handles in-store activity, about 80 percent of AOF's total volume, and summarizes it for roll-up reporting in Sage MAS 200. System speed has more than doubled since the conversion. "I



continue to be surprised by the capabilities of Sage MAS 200," says Shinn.

Mobile Access for Sales Team

Sales reps can now write orders in the field, thanks to an innovative solution by AOF's reseller. Each time reps leave the office, they load a copy of the inventory database onto their laptops. They write sales orders at the customer's location, produce a copy on their portable printer and fax it to the warehouse. Order preparation begins immediately.

"Before, we waited for reps to deliver hard copies of orders at the end of the day," says Tony Lee, IT manager. "We often worked until eight o'clock to process the orders.

CHALLENGE

Remote locations, several retail outlets, rapid growth and many employees who read only Korean complicated the company's ambitious automation goals.

SOLUTION

Sage MAS 200 with complete suite of financial and distribution modules, including bar-coded and wireless inventory processing, plus multilingual system capabilities.

RESULTS

System speed doubled; warehouse processing cut 30 man-hours a day; sales staff productivity up 10 percent; labeling time reduced by half.



Your business in mind.

