



CUSTOMER SUCCESS STORY

**CUSTOMER**

The Game LLC

**INDUSTRY**

Sportswear

**LOCATION**

Phenix City, Alabama

**Number of Locations**

One

**Number of Employees**

150

**SYSTEM**

Sage MAS 200

**Modules in Operation**

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Credit Card Processing
- Crystal Reports®
- Custom Office
- e-Business Manager
  - .store
  - .inquiry
  - .order
- FAS Asset Accounting
- F9
- General Ledger
- Inventory Management
- Payroll
- Purchase Order
- Sales Order
- Visual Integrator

## Sage MAS 200 Scores Points With The Game

Team spirit is serious business for The Game—America’s number one headwear brand in college bookstores and large sports apparel chains. The Game designs, imports, decorates, and distributes logo apparel, primarily caps, embroidered with team names. They also hold the prestigious license for NASCAR headwear and apparel, selling to trackside vendors, licensed shops, and online customers.



The Game has in-house embroidery operations running two shifts a day, with digitizing equipment for high-quality production and speedy turnaround. Ten artists and designers use the latest technology to create dynamic designs. One sister company manufactures private-label apparel merchandise for sports corporations. Another operates a 200-person call center and fulfillment center, with 24x7 ordering capabilities for special programs and offerings.

When The Game, then known as Kudzu, opened its doors with only eight employees, the management team wanted to start things right. On the advice of their

accounting firm, they selected Sage MAS 200 ERP as their accounting system, and have been using it ever since to run the entire business.

“Sage MAS 200 is a phenomenal product from an accounting standpoint, and is also a great value for the money,” says Jeff Stillwell, a partner at The Game. “Our entire accounting department raves about it. It’s structurally sound, and gives us perfect results for auditing. And, it’s flexible enough for multi-company use, so we can swap companies in and out with ease. Because of all these benefits, we have no plans to leave the Sage Software family of products.”

**CHALLENGE**

Obtain a warehouse management system that will integrate with Sage MAS 200 to provide a comprehensive solution that features streamlined efficiency and seamless data flow.

**SOLUTION**

Sage MAS 200 financial and distribution modules, along with Radio Beacon™ WMS.

**RESULTS**

Seamless integration and data flow; streamlined automation; paperless processes; no more manual spreadsheets; increased shipments; cut late deliveries and related costs; reduced warehouse staff by 37 percent.



Your business in mind.

