Sage 100 ERP | Customer Success

Trekkers Unite With Creation Entertainment and Sage 100 ERP

Fans of Star Trek, Buffy the Vampire Slayer, Xena, and other science-fiction heroes have relied on Creation Entertainment for over 30 years as a source of high-quality entertainment and collectibles. They also flock to conventions organized around the world by Creation Entertainment.

Creation Entertainment is expanding its 22,000-strong customer base with new genres like Muppet Fest, Soap City Live, Bruce Lee, and THE FITEXPO. In addition to holding events, the company also sells logo clothing, cups, photos, calendars, jewelry, posters, scripts, and memorabilia, and it hosts numerous fan clubs.

Sage 100 ERP* to the Rescue

About 80 percent of Creation's business comes from its website. But until a year ago, a poorly designed e-commerce system had the company hamstrung. "A mishmash of HTML screens brought in email orders, which were manually entered into a low-level bookkeeping package," explains Ed Rodriguez, CFO. "It could take three weeks just to input orders and as long as 16 weeks to fulfill orders when we introduced new products."

Rodriguez lobbied for upgrading to Sage 100 Premium ERP, partly because he was familiar with the product, and impressed with the reseller's professionalism. Under his direction Creation installed a fully integrated business management and e-commerce solution.

"We're seeing dramatic improvements in virtually every area of our business," says Rodriguez. "First, there's inventory. Before, stocking decisions were based on employees' empirical experiences and beliefs, not data. So before launching Sage 100 ERP, we shut down for three days and did an exhaustive physical inventory. Then we analyzed which products moved best, based on initial purchases and annual sales. Slow movers were targeted and given a special code in the Sage 100 ERP Inventory Management module. Once Sage 100 ERP e-Business Manager was up and running, we used the codes to discount products— and reduced our inventory by $150,000 in just the first six months."

*Sage 100 ERP was named Sage ERP MAS 200 when Creation Entertainment initially implemented this solution. The product names have been updated in this case study to reflect current naming.

Challenge
Sluggish online sales and lengthy fulfillment due to awkward standalone e-commerce system.

Solution
Sage 100 ERP for SQL Server with eBusiness Manager and Credit Card Processing.

Results
Web order shipments now go out in three days, not 16 weeks; personnel costs are down 20 percent; ordering volume has increased 15-fold; inventory turns increased from one to four; profitability has doubled.

Creation uses Sage 100 ERP to pull up customers purchasing special types of products or line items. These customers receive notifications when slow inventory items are discounted, often for as much as 50 percent. "The system lets us run monthly promotions that are highly targeted," Rodriguez says, "and therefore highly successful."

Efficient Fulfillment Purchasing

The Sage 100 ERP Sales Order module serves as the heart of the system. "Orders flow automatically from e-Business Manager on our Website into Sales Order and are then billed through Sage 100 ERP Credit Card Processing," Rodriguez comments. "Orders are shipped directly. Fulfillment time has dropped by about 90 percent to just a few days. Cash flow is much better because orders are entered automatically. Management also knows daily volumes by product type and line item, enabling smarter buying decisions."

All convention business, which brings in half the company's revenue, is tracked through the Sage 100 ERP Job Cost module. "When a customer purchases a ticket online, the order drops down into Sales Order and is tagged with a Job Cost code. Job Cost integrates with the Accounts Payable module and also tracks every associated cost. When the convention is over, we know exactly what our profitability was—and no need to wait weeks for the results. We can also break out costs by type such as talent, hotel, and airfare, which helps us improve future events."

By assigning a special buyer code in Inventory Management, Creation tracks royalties for nine different studios. The module determines exact sales volumes for each of the studios for hassle-free quarterly calculations.

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> Ed Rodriguez, CFO
> Creation Entertainment

"Since implementing Sage 100 ERP and e-Business Manager, our profitability has doubled," says Rodriguez. "Our website is getting about 77,000 new hits every month. We've reduced head-count by nine people—five in administration and four in the warehouse—yet handle an ever-increasing sales volume. We slashed inventory by 60 percent, so we only carry the most profitable lines. As a result, our inventory turns have gone up from once to four times a year. And we're now able to jump at new business opportunities and stay ahead of our competition. We never could have done all this without Sage 100 ERP."

About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers' needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 12,300 people and supports more than 6 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com or call 866-996-7243. Follow Sage North America on Facebook at: http://www.facebook.com/SageNorthAmerica and Twitter at: http://twitter.com/#!/sagenamerica.

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