Friendly Systems
business information that works™

STEELMART, INC.

Company Profile

Type of Organization
Full Service Steel Supplier

Location
Doraville, Georgia

Other Information
$10+ Million Annual Revenue

30 Employees

2 Warehouse Locations

System Profile

Sage MAS 200 ERP

- Inventory Control
- Sales Order
- Purchase Order
- General Ledger
- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Customized Reports
- Credit Card Processing
- 15 User License

sage software
Authorized Partner

STEELMART FORGES AHEAD WITH FRIENDLY SYSTEMS AND SAGE MAS 200

Steelmart Inc. started in 1992 as a one-man operation. That man was Paul Carling who began selling out of a steel yard in Norcross, GA with a forklift, a torch, and an old beat up delivery truck.

Today, this Georgia-based organization has grown into a multi-million dollar business with two locations, 30 employees, and revenue growth of 900% over a 5 year period. In August 2007, *Inc. Magazine* ranked Steelmart number 1,599 on its *Inc. 5000* list of fastest-growing companies in the United States.

Financial System Melt-Down

Ask any business owner, manager, or employee and they'll tell you that rapid growth is often coupled with complex challenges … and Steelmart was no exception. It wasn't long before they discovered their QuickBooks software could no longer keep pace. According to Teresa Morris, Controller at Steelmart, "QuickBooks sorely lacked the functionality we needed related to inventory control and costing as well as quote and order processing." Salespeople literally took customer orders on notepads, painstakingly sifted through file cabinets to pull customer-specific pricing and inventory availability, and then manually applied markups before the order could be sent to the warehouse.

To make matters worse, the QuickBooks database was unstable and inventory costing information was inaccurate due to system rounding issues. Teresa says, "As we added more customers and inventory to our QuickBooks database, it became increasingly unreliable and actually crashed several times. Needless to say, we needed to upgrade our software to avoid jeopardizing the tremendous growth and momentum of our business."

A Positively RIVETING Experience with Sage MAS 200

Steelmart chose Friendly Systems, Inc. to implement Sage MAS 200 ERP and, according to Teresa, "We could not have made a better choice." Today, salespeople can easily view all relevant customer and inventory information on one screen during sales order entry. Teresa adds, "With the click of a mouse, they can access customer-specific pricing, order history, current inventory levels, and accurate cost information. What used to take a salesperson up to 1 hour to process now takes about 5 minutes!"

"What Used to Take a Salesperson up to 1 Hour to Process now Takes About 5 Minutes with Sage MAS 200."

"We're Saving About $5,000 a Year in IT Costs That Was Spent Every Time Our QuickBooks Database Crashed."

"Steeling" Inventory from Another Warehouse

Teresa recalls, "Inventory transfers were not even an option with QuickBooks." Steelmart created artificial inventory numbers with special codes to track the location of an item. She says, "We constantly had to make manual adjustments for inventory transfers and the cost rarely followed the item accurately from one warehouse to the next." Conversely, transferring inventory between warehouses is a snap with built-in MAS 200 multi-warehouse features. Teresa excitedly states, "With MAS 200, everything associated with an item's cost and quantity goes over to the transferred location. It's easier, much faster, and most importantly, accurate."

A Database That's Iron-Clad

The QuickBooks database issues that plagued Steelmart have gone by the wayside with MAS 200. Teresa states, "The database is so reliable and we get things done more efficiently because the system never gets hung up like QuickBooks did." She adds, "Perhaps more importantly, we're saving about $5,000 a year in IT support costs and employee downtime that was spent every time our QuickBooks database crashed."

No More Fabricating Information

With inventory control for MAS 200, there is no more guesswork or manual adjustments necessary to determine the actual cost of an inventory item. The MAS 200 inventory management features have become a cornerstone of Steelmart's operation offering completely accurate information on inventory location, movement, and valuation. It also offers lot and serial number tracking, stock status, detailed sales history, inventory re-order points, and a host of detailed reports.

A Whole New World

With nearly 30 reports delivered "out of the box" within the Inventory Management module alone, MAS 200 provides more reporting depth, analysis, and flexibility than Teresa was accustomed to with QuickBooks. "Adapting to the type of management information we now have access to has actually trained us to become better managers," says Teresa. She adds, "We have so many more useful reporting tools that the management team is learning to look at the business in a different way and it has opened up a whole new world for us." As they become more familiar with MAS 200, Teresa anticipates that their business management approach will continue to evolve and improve.

Friendly … Just as the Name Implies

Teresa has nothing but praise for the professionals at Friendly Systems. She states, "I've been through a few software implementations with other companies and I have to say this was the best system conversion I've ever been through. I attribute that to the well-organized, documented project plan put together by Friendly Systems that kept us on schedule." She closes in saying, "The professionalism and attitude of Friendly Systems speaks directly to their company name…they're upfront, honest, fair and, of course, FRIENDLY."

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About Friendly Systems, Inc.
Friendly Systems strives for long lasting, friendly business relationships built on mutual trust and respect. Since 1982, we've found that businesses appreciate our conscientious, experienced staff who can implement business software solutions and who stand behind their work. We think "out of the box" to help save you money and provide more value. We offer a variety of services and can meet your needs with the most appropriate products and tools such as Sage Accpac, Sage MAS 90 and MAS 200 , SageCRM, Sage Businessworks, and when required Custom Programming by a Sage Master Developer.