

CUSTOMER SUCCESS STORY

**SAGE BUSINESSWORKS ACCOUNTING
THE BACKBONE FOR CONTMEDIA, INC.**

Located in Duluth, Georgia, ContMedia Inc. is the leading provider of human anatomy and physiology software in North America. Their innovative products deliver a thorough, interactive, and 3 dimensional representation of human anatomy that's used extensively for medical & educational training, massage therapy, health-related professions, and curious adults. Their software can be found on the shelves of national office and electronics retail stores including Best Buy, OfficeMax, and Sam's Club.



CEO Makes No Bones about It

Mike Sauter, President and CEO of ContMedia, has an extensive background in both business management and technology. Reflecting on his past, Mike says, "My experience with accounting software goes back to 1977. At that time, I was involved in writing code for one of the first multi-user systems designed for the mini computer." Suffice it to say, Mike knows accounting software inside and out.

Mike has also successfully built, and later sold, several businesses throughout his professional career. When he established ContMedia in 1999, the decision to use **Sage BusinessWorks Accounting**, along with Friendly Systems for ongoing support, was an easy one. According to Mike, "My experience with technology and business management has influenced how I look at Sage BusinessWorks. Not only am I impressed with the value that it offers me as a small business, but the depth of features and reporting flexibility are incredible."

Features and Reports that are Easy to Digest

Monie Sauter, Accounting Manager for ContMedia, echoes Mike's sentiments. According to Monie, "I love Sage BusinessWorks because it does all the things I need it to do from purchasing and order processing to inventory control and financial reporting." She enjoys single-click access to customer-specific pricing and credit card information during order entry, automatic back order features, min-max inventory replenishment, and flexibility for partial receipts or unexpected shipping charges that are easily applied in the Purchasing module.

Monie adds, "I like the fact that I am just one click away from anything I need. This is particularly useful when evaluating customer pur-

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"I'm impressed with the value and depth of features that Sage BusinessWorks Accounting Offers."

CONTMEDIA,
INC.

COMPANY PROFILE

Type of
Organization
Software Distributor

Location
Duluth, Georgia

Other Information
Established in 1999
www.ContMediausa.com

SYSTEM PROFILE

Sage
BusinessWorks
Accounting

- Inventory Control
- Order Processing
- Purchasing
- General Ledger
- Accounts Payable
- Accounts Receivable
- Cash Management
- Enhanced Tax Reporting
- System Manager



“I’m absolutely amazed at how cost-effective Sage BusinessWorks is. It offers a solid return on investment and quick payback.”

“Sage BusinessWorks is so reliable that we rarely need support. But in the rare occasion that we need assistance, Friendly Systems has been a wonderful resource.”

- Mike Sauter
President & CEO
ContMedia, Inc.

chases, customer pricing, accounts receivable aging, and delinquent payments.” She avoids spending countless hours sifting through file cabinets and flipping through documents for the information she needs. Monie states, “BusinessWorks is the only accounting tool we need. No spreadsheets and no external data ... it’s all in BusinessWorks.”

Sage BusinessWorks Has Plenty of Muscle

Using Sage BusinessWorks, ContMedia benefits from power and simplicity in a single, integrated solution. According to Mike, “BusinessWorks offers many of the features of much larger and more expensive software solutions. I’ve been using it for a very long time and I can’t imagine ever outgrowing it.” Sage BusinessWorks offers a breadth of functionality within 11 main modules, from the basics like general ledger, payables, receivables, and payroll, to more advanced functionality such as order entry, purchasing, inventory control and job cost.

What’s more, Sage BusinessWorks is completely reliable which means ContMedia avoids spending thousands of dollars each year in software upgrades and technical support that more complex systems often require.

It Doesn’t Cost an Arm and a Leg

As mentioned previously, Sage BusinessWorks provides ContMedia with a financial solution that rivals substantially larger systems, but at a fraction of the cost. Mike comments, “I am absolutely amazed at how cost-

effective Sage BusinessWorks is. It’s simple to install, easy to learn, and completely reliable. These factors have contributed to a solid return on investment and quick payback. Mike distinguishes Sage BusinessWorks from basic “off-the-shelf” accounting packages that are low-cost but offer limited flexibility and are easily outgrown.

Friendly Systems - Ready to Lend a Hand

When they need support, ContMedia turns to Friendly Systems - A Sage Software Authorized Partner based in Atlanta, Georgia. However, according to Free Polazzo, Partner at Friendly Systems, “Mike and his team at ContMedia are fairly self-sufficient. Sage BusinessWorks is designed with small business in mind and is perfect for ‘hands-on’ owners. Our motto is “Freedom From Experts.” You get an easy-to-use, powerful accounting solution without the need for a high-priced IT expert or a CPA on staff. That’s why we’ve been representing the product for over 20 years.”

Mike closes in saying, “Due to the simplicity and reliability of BusinessWorks, we require very little support. But in the rare occasion that we do need assistance, Friendly Systems has been a wonderful resource.”



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.

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