



CUSTOMER SUCCESS STORY

CUSTOMER

Navtrak, Inc.

INDUSTRY

GPS manufacturer

LOCATION

Salisbury, Maryland

Number of Locations

Five

Number of Employees

65

SYSTEM

Sage MAS 500

Modules in Operation

- General Ledger
- Accounts Receivable
- Accounts Payable
- Sales Order
- Inventory Management
- Purchase Order
- Cash Management
- Light Manufacturing

Navtrak Charts a Better Course With Sage MAS 500

“QuickBooks was not a true accounting system,” says Sheryl Auld, controller of Navtrak, Inc. “Finally we have the real thing with Sage MAS 500 and we’re extremely happy with it.”

Navtrak manufactures global positioning system (GPS) equipment for businesses, so they can track vehicles in an accurate and timely manner. Unfortunately, their QuickBooks financial software was neither accurate nor timely. “It just wasn’t working at all,” explains Auld. “It didn’t provide an adequate audit trail, the ability to perform analysis, or do deep inventory tracking. And it let people delete transactions when they shouldn’t, leaving us with little management control.”

Navigating the Software Waters

Auld checked out leading business systems before making a purchase decision. “Sage MAS 500 blew Great Plains out of the water,” she says. “Sage MAS 500 was superior at integrating with our administrative database and CRM and was very easy to use. Also, the reseller was



terrific, going above and beyond what you’d expect from any business partner. I’d worked with Great Plains at a previous job and knew it very well. But once I saw Sage MAS 500, I told the Great Plains representative that they didn’t need to come back.”

Sage MAS 500 ERP now does “almost everything from a financial standpoint,” according to Auld. This includes all general accounting functions, plus inventory and manufacturing management for Navtrak.

Big Leap Forward

“We made a huge leap from QuickBooks to Sage MAS 500 because we didn’t want to switch to a different product in a couple

CHALLENGE

QuickBooks “wasn’t working”—did not provide an adequate audit trail, inventory tracking, or management control.

SOLUTION

Sage MAS 500 with complete suite of financial and manufacturing modules, fully integrated with internal database and CRM.

RESULTS

Data entry time cut by 50 percent; time to create reports reduced by 33 percent; business doubled without increasing inventory levels or staffing.

"Sage MAS 500 blew Great Plains out of the water... Once I saw Sage MAS 500, I told the Great Plains representative that they didn't need to come back."

—Sheryl Auld
Controller
Navtrak, Inc.

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



of years," says Auld. "In the process, we had to restructure how we did things throughout the business. For instance, now all transactions must be posted by individuals with proper security rights. The added effort has definitely been worth it. Now we're in compliance with general accounting practices and can easily provide data for our auditors."

Navtrak receives inventory that is 90 percent complete. The company adds sophisticated communication modems, programs them, tests for quality control, and ships them to customers, primarily fleets in the trucking, ambulance, waste disposal and utility industries. Orders are received through a CRM system, which integrates seamlessly with Sage MAS 500. Products are scanned into the Sage MAS 500 inventory system upon arrival. The system pulls parts according to customer order, stages and processes production, and even manages orders through shipping.

Goodbye to Manual Tracking

"Sage MAS 500 eliminated the manual transaction tracking we used to do," Auld notes. "We now have historic data for all purchases, as well as real-time inventory. We can drill down and see exactly what we purchased with each vendor, or what each customer has ordered from us. This is invaluable information for running our business smarter."

The new system has resulted in efficiencies across the board. "Because Sage MAS 500 integrates with our CRM software, we only have to enter data once," says Auld. "This has cut data entry time by at least 50 percent, or the equivalent of several full-time employees, who can be used in other areas of the company."

Real-Time Data

Cash management is better as well. "Before we kept manual records on receipts and disbursements, which had to be entered into spreadsheets. Now we just post transactions into Sage MAS 500 and run a report every day, giving us instant access to up-to-date cash balances. Analysis of all types of data is easier, in fact, because we can run reports directly out of Sage MAS 500, reducing reporting time overall by about 33 percent," says Auld.

Inventory has been streamlined, too. "Sage MAS 500 provides us with much better exposure on our inventory, so we understand exactly what we have on hand at any given time and can plan and purchase inventory more wisely. We've doubled in size in the past year in both customer volume and total number of vehicles tracked by our database. Yet we're managing with close to old inventory levels and were able to put off hiring new staff, a tribute to the efficiencies provided by the new software," says Auld.

Auld says she never hesitates to recommend Sage MAS 500. "It's a great product," she explains, "and there's no way our phenomenal growth would have been possible without it."