Sage 100 ERP | Customer Success

Swing-N-Slide: Swift eSales With Sage 100 ERP

Child's play is serious business at Swing-N-Slide, manufacturers of wooden outdoor playground equipment. Twenty years ago, the only quality playground products designed for backyards were expensive, precut wooden swing sets priced over $1,000. Swing-N-Slide recognized an unmet need and began selling strong, durable, and lower-cost playground projects. Today its line of do-it-yourself wooden playground equipment is the market leader in the United States, sold worldwide through 6,000 home center, building supply, and hardware stores.

Swing-N-Slide recognized the need for a robust financial system early on and has used Sage 100 ERP* software as its backbone for nearly a decade. "Sage 100 ERP has done everything for us almost since time began," says Scott LaCourse, IT manager.

"It manages our order processing and all the fundamental accounting functions, including payables, receivables, general ledger, and payroll. It's working so well that as we've grown, we haven't even considered switching products. We knew the right choice was upgrading to Sage 100 ERP."

The customer database contains about 12,000 entries. Of those, between 4,000 and 6,000 are active retailers. "I like being able to put a flag in the Accounts Receivable module to indicate which partners are featured on our website retailer locator," LaCourse says. "Their information goes straight from the database to the locator, which saves me a lot of time."

Quarterly taxes are reported using the Magnetic Media capabilities, in compliance with state requirements. "We just load the tax-related tables, and Sage 100 ERP does the rest," LaCourse notes.

Accuracy Saves Money

Major trading partners insist on their vendors' communicating through an electronic data interchange (EDI). For five years Swing-N-Slide has used an integrated third-party module, written specifically for Sage 100 ERP, that facilitates transactions with its 20 largest customers. "On a busy day, our EDI handles about 175 orders," notes LaCourse. "I doubt we could do that volume if we had to take orders manually and rekey them into the system. Having an EDI interface means that our data in Sage 100 ERP is very accurate."

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

Customer
Swing-N-Slide

Industry
Playground equipment manufacturer

Location
Janesville, Wisconsin

Number of Locations
One

Number of Employees
125

System
Sage 100 Premium ERP

Challenge
Automate business systems to handle growth; offer EDI and online commerce to improve sales to "big box" stores and consumers.

Solution
Sage 100 ERP for all financials and new e-commerce capabilities, plus EDI link with largest trading partners.

Results
Totally integrated business systems; improved ordering service with major partners; new website that is very successfully helping to eliminate discontinued items.

Accuracy is also enhanced by a modification to the Sales Order module that checks for duplicate purchase order numbers. "Sometimes we get orders by EDI or fax, and the purchase order number is already in the system," says La Course. "Sage 100 ERP alerts us to avoid double shipments. A single order can run $15,000, and freight charges are considerable, so this one customization saves thousands of dollars."

Swinging Cyber Sales

About a year ago, Swing-N-Slide ventured into e-commerce using the Sage 100 ERP e-Business Manager module. "We started small with a clearance store, offering items that would otherwise be obsolete so we wouldn't compete with our biggest retail partners," says LaCourse. "The popularity of the site surprised everyone, including the marketing folks. We now offer 35 obsolete and discontinued items online, directly to consumers."

LaCourse notes that managers throughout the company can log on to Sage 100 ERP and select products to appear on the clearance website. "I like them maintaining the online store themselves," he says. "It's one less thing for my IT group to worry about."

He also appreciates the tight integration between the Credit Card Processing module and e-Business Manager, providing seamless credit card transactions for online customers.

Swing-N-Slide uses a custom modification from its reseller for e-Business Manager that ties several e-commerce sites to Sage 100 ERP. This has allowed it to run an e-business site for premium products and expand online offerings in the near future. "We're rolling out a new line of skateboarding and rollerblading ramps," La Course says.

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>
> Scott LaCourse, IT manager
> Swing–N–Slide

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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.

Sage
6561 Irvine Center Drive
Irvine, CA 92618
866-530-7243
www.Sage100ERP.com

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