

Sage 500 ERP | Customer Success

SkyGolf® Scores a Hole-in-One With Sage 500 ERP and Sage SalesLogix

GPS has many applications in today's world—from precision-guided missiles to vehicle navigation—so it comes as no surprise that GPS also can guide you through your next golf game. SkyHawke Technologies, LLC, operating as SkyGolf®, makes the world's leading golf rangefinder—SkyCaddie®. While competitors rely on outdated satellite and aerial images for their GPS maps, SkyGolf's mappers walk every course using survey-grade equipment for the most complete and reliable course information available. Over the last 10 years, SkyGolf has had to continuously hone and perfect its products, processes, and services to manage its exponential growth worldwide. This growth required enterprise-level tools, which is why SkyGolf selected Sage 500 ERP* and Sage SalesLogix to keep its operations in full swing.

Grow With Sage Solutions

"We ran successfully on Sage 100 ERP for years," recalls Becky Hunt, director of business operations for SkyGolf. "When our operation began demanding an even more powerful ERP application, we did not hesitate to consider Sage 500 ERP." The company also considered an application from SAP but felt the cost of ownership would be too high. Another strong draw for SkyGolf was the deep integration between Sage SalesLogix, a powerful customer relationship management solution, and Sage 500 ERP. "After-market service and support is a large part of the business," explains Hunt. "Sage SalesLogix is an ideal application for handling the large volume of customer-specific data surrounding our support operations."

The flexibility and open database structure of both Sage 500 ERP and Sage SalesLogix make it possible to design and implement a tailored and comprehensive business management solution. Both products offer advanced customization options, and SkyGolf has taken advantage of the customization options to build an ideal solution.

Efficient Order Handling

SkyGolf prides itself on efficient order handling, and its high volume of orders tests that capability daily. Using the barcode functionality inherent in Sage 500 ERP, the company's warehouse employees scan picking sheets, items, and serial numbers as they pick, pack, and ship. A sophisticated UPS® integration application, developed by the company's Sage Authorized Partner, has proven to be a step-saver; it captures the package's tracking number and writes it into the Sage 500 ERP database and automatically generates an email informing the customer of the details of their shipment.

*Sage 500 ERP was named Sage ERP MAS 500 when SkyGolf initially implemented this solution. The product names have been updated in this case study to reflect current naming.

Challenge

A busy distributor, SkyGolf needed a sophisticated solution to optimize its distribution and customer service operations.

Solution

SkyGolf selected Sage 500 ERP and Sage SalesLogix as its integrated business management solution.



Customer

SkyGolf

Industry

Consumer Electronics Distributor

Location

Ridgeland, Mississippi

Number of Locations

Two

System

Sage 500 ERP

Sage SalesLogix

Results

The integrated solution improves service by making current data available to all. Streamlined order processing saves time and money.

“We have improved the efficiency of our warehouse shipping operation dramatically,” says Hunt. “We are processing orders more quickly and more accurately, and at the same time we are delivering better service to our customers.”

World-Class Customer Services

Each SkyCaddie unit is serialized, and that serial number becomes the key data element that enables the company to track the unit from receipt through distribution all the way to retail purchase, service, and repair. In the Sage 500 ERP application, serial numbers are recorded as the units are received and then captured and associated with the wholesale customer at the time of purchase.

As retail customers purchase a new unit and register it online, that data flows into Sage SalesLogix, completing the cycle. SkyGolf has a complete picture of the lifecycle of each unit and can see precisely when a device was made, what pro shop it was sold to, which customer ultimately purchased it, what course data they have downloaded, if the unit was ever serviced, and what that service consisted of.

With ground-verified map data for approximately 30,000 courses available for the SkyCaddie, customers download course maps to their devices through one of several membership plans. As they access SkyGolf’s website and download the course data, the data about that customer’s device is captured and sent to Sage SalesLogix to ensure the database stays current.

All customer service representatives staffing SkyGolf’s multiple call centers all use Sage SalesLogix, which provides them with the complete history of each unit and with updated support bulletins and troubleshooting techniques. “Our representatives can even view images of the unit the customer is calling about, so they can walk them through various procedures more easily,” notes Hunt.

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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Becky Hunt
director of business operations
SkyGolf

International Solution

Recently, SkyGolf’s office in the United Kingdom implemented Sage 500 ERP as well. This office manages sales, marketing, and mapping efforts throughout Europe. “We are so pleased that the same application works equally well for us here in the U.S. and for our European office,” says Hunt.

The Best Course

SkyGolf has assembled a winning business management solution using Sage 500 ERP as its platform. “Sage 500 ERP and Sage SalesLogix complement each other very well,” says Hunt. “The solution now gives us two integrated databases containing all of our business data and that meets the needs of our entire organization and our customers.”