

Turning Technologies Applauds Sage MAS 500

CUSTOMER

Turning Technologies, Inc.

INDUSTRY

Audio/Visual

LOCATION

Youngstown, Ohio

Number of Locations

One

Number of Employees

105

SYSTEM

Sage MAS 500 ERP

Sage SalesLogix

American youth are as comfortable and adept with technology as adults—so it's not surprising that educators often look for ways to incorporate today's electronic technology into the classroom. Turning Technologies, LLC is an innovative five-year-old company that is making rapid inroads into K-12 and university classrooms—and into corporate boardrooms with its TurningPoint audience response system. Tight integration with Microsoft PowerPoint allows TurningPoint to gather real-time responses from an audience to assess learning, gather data, and enhance presentations. To ensure the company's own technology is state of the art, Turning Technologies relies on Sage MAS 500 ERP and Socius.

Graduate to a More Powerful Solution

"We've experienced 300 percent growth most years since our inception," says Rayenell McGlawn, controller at Turning Technologies. "The QuickBooks software just wasn't cutting it anymore. We needed tight accounting controls, sophisticated management reporting, and efficient inventory tracking."

McGlawn began the search for a new accounting and business management



solution on the Internet. "My research helped me narrow the search down to Microsoft Dynamics GP, SAP Business One, and Sage MAS 500," she says. As she and the rest of the management team took a closer look at the three options, McGlawn says that Sage MAS 500 quickly jumped to the forefront. "The data analysis capabilities in Sage MAS 500 were superior," she says. "We love the Alerts functionality, the SQL database structure, and the dashboard feature for real-time business metrics."

An internet search also led the company to the Sage Software Business Partner, Socius. "They impressed us with their thorough approach to the implementation," McGlawn says. Socius was able to migrate the company's

CHALLENGE

Rapid growth quickly outpaced the entry-level software. Tighter accounting controls, more robust inventory tracking, and sophisticated financial reporting tools were required.

SOLUTION

Socius and Sage MAS 500 provide a powerful end-to-end business management solution capable of scaling to meet the needs of Turning Technologies for years to come.

RESULTS

Reporting tools save two days of effort every month. Time to generate a commission report is cut in half. Efficiencies throughout have reduced or eliminated the need for new hires.

"If we had not made the move to Sage MAS 500, we would have had to hire additional personnel just to manage our data entry and reporting tasks. Now, we have the luxury of making strategic hires, and adding value-generating positions that contribute to our bottom line. Socius and Sage MAS 500 have delivered on every promise."

customer database and beginning general ledger account balances from QuickBooks to Sage MAS 500, eliminating manual data entry and providing meaningful data from start.

Cut Days Off Your Reporting Tasks

McGlawn says she used to spend an average of three days every month preparing the detailed and comprehensive financial reports required by the management team and investors. The reports she needs draw data together from all aspects of the business, including sales orders, inventory, purchase orders, accounts receivable, accounts payable, and cash balances. McGlawn received FRx training and is using her knowledge to create the specific reports she needs. "I can generate the reports I need in less than half a day. I've saved more than two days work every month with Sage MAS 500," she says.

Ad hoc reporting is fast and efficient as well. "The inquiry tools make it very easy to grab the data I need for comparisons, or to answer questions the CEO may ask," she adds. "I love that I can export the data from those reports and inquiries directly to Excel."

Due to a complex commission structure, commission reporting used to consume several days each month. Now, the raw data for the reports is exported from Sage MAS 500 into Excel for manipulation. "We get it done in half the time it used to take us," McGlawn reports.

Integrate Your Front and Back Office

Turning Technologies next plans to engage Socius to integrate sales, marketing, customer service, and product support services with core

business operations. "We're gearing up to implement Sage SalesLogix as our customer relationship management solution," says McGlawn. "It only makes sense to have our CRM and our accounting software as part of the same platform."

Thanks to the deep integration between the Sage MAS 500 and Sage SalesLogix solutions, data that the front office staff needs from accounting will be available to them within the CRM solution. Turning Technologies' sales and support staff will have the ability to work entirely within the Sage SalesLogix software, checking product availability and pricing, creating sales orders, and access customer payment history.

Eliminate Need for Additional Staff

The efficiencies Sage MAS 500 brings to the company's shipping operations have allowed Turning Technologies to double its order volume without the need to hire a single additional employee.

"That cost savings is huge of course," says McGlawn, "but the peace of mind I have now is priceless. We can confidently report on what assets we have, what units are out on loan, and when they're due back in. The company's assets are valuable, and our ability to accurately account for those assets is critical."

McGlawn concludes, "If we had not made the move to Sage MAS 500, we would have had to hire additional personnel just to manage our data entry and reporting tasks. Now, we have the luxury of making strategic hires, and adding value-generating positions that contribute to our bottom line. Socius and Sage MAS 500 have delivered on every promise."



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