

Sage MAS 90 ERP and Sage SalesLogix CRM Wholesale Distribution

C L I E N T S U C C E S S S T O R Y

Integrated ERP and CRM from Sage are a Perfect Fit for Factory Direct International

CUSTOMER

Factory Direct International

INDUSTRY

Wholesale Distribution

LOCATIONS

Findlay, OH
Irvine, CA
Johnston, RI

SYSTEM

Sage MAS 90 ERP
Sage SalesLogix CRM

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Since 1992, Factory Direct International (FDI) has earned a reputation for exceptional service and quality custom products. The father and son team that first launched FDI, initially focused on the bag industry but quickly realized the impact they could make in the retail and wholesale markets. After much customer demand FDI has expanded its product capabilities to include headwear, jewelry, footwear, and belts.

FDI has experienced continuous growth over the years and positioned itself very well against its competition. In order to support their growth and manage their relationships with customers as well as overseas manufacturing plants, FDI needed an integrated ERP and CRM solution to increase productivity while cutting costs.

FDI decided to integrate Sage SalesLogix CRM with their Sage MAS 90 ERP solution.

Having worked with MAS 90 since May of 2000, FDI has made process improvements like adding specialized WIP reports as well as our RSMG reports. These reports are exported and sent to both vendors and



customers and can track shipping, product, and other pertinent information needed by everyone for every purchase order.

“Once again we have been able to go to the next level and incorporate SalesLogix to enable sales reps to place orders, and upon approval these orders are sent over to MAS 90 for completion. This allows us to generate customized reports whenever needed,” said Diana Rogers, Director of Administration and Accounting at FDI.

The generation of sales orders and purchase orders at the same time is a unique way of utilizing the integration between MAS 90 and SalesLogix. Applying the integration in this way eliminates multiple data entry allowing for a smoother movement of data and a much higher level of data accuracy.

CHALLENGE

FDI needed a solution that would increase order accuracy, eliminate duplicate data entry, and speed up their order process.

SOLUTION

Socius developed an intricate integration between FDI’s MAS 90 ERP system and SalesLogix CRM

RESULTS

FDI has eliminated multiple data entry allowing for a smoother movement of data and a much higher level of data accuracy

socius

The Power of Partnership