The Chemistry's Right for Betachem: Streamlined Distribution for Importer

A generation ago the founder of Betachem recognized a business opportunity in generic drugs. He began importing pharmaceutical ingredients from Europe and India and resold them to U.S. generic pharmaceutical companies. These firms added coatings and other additives to make end-products approved by the FDA and eventually sold in the marketplace.

Until 1998, Betachem's accounting functions were handled by an outdated proprietary system. "We looked for a comprehensive package to automate both the accounting and operational sides of our business—something that could maintain batch and lot data, monitor returned products, and provide for a better-informed sales force," says Kevin Caldera, CPA, Betachem's controller.

All the Right Ingredients

Sage MAS 90 was the perfect prescription for Betachem. "One of the most beautiful features of Sage MAS 90 is that it tracks many types of data," Caldera says. "We needed custom fields like drug master file numbers and source manufacturers to appear on invoices. These types of fields are inventory specific and not sales specific. Fortunately, our reseller figured out how to pull the correct information from the inventory database and carry it over to the Accounts Receivable module, showing all the data we needed on the invoice. I've never seen anybody get an application to work as easily as he did."

Sage MAS 90 streamlined operations just as Caldera had hoped. "The new system easily increased our efficiencies by one third," he says.

Integration With Sage CRM SalesLogix Sales

Betachem recently powered up its sales force with Sage SalesLogix Sales, customer relationship management (CRM) software that is integrated with Sage MAS 90.

"We're really a sales office at heart," Caldera explains. "Our sales people need to know which orders are open, what we've sold to a customer in the past, where our inventory stands, and otherwise access information that resides in accounting. Sage MAS 90 closes the gap between our CRM and business systems, giving us a seamless end-to-end solution."

Customer:

Betachem, Inc.

Industry:

Pharmaceutical distribution

Location:

Upper Saddle River, New Jersey

Number of Locations: One

Number of Employees: 12

System:

Sage MAS 90

- General Ledger
- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Inventory Management
- Sales Order
- Business Alerts
- Custom Office
- Purchase Order
- Return Merchandise Authorization (RMA)
- Sage SalesLogix Sales

CHALLENGE

Replace old accounting system with full-featured system integrating operations and sales.

SOLUTION

Sage MAS 90 with diverse suite of modules, including Sage SalesLogix Sales and Return Merchandise Authorization.

RESULTS

Seamless system gives sales staff access to all customer data, and streamlines the returned merchandise process, increasing overall efficiencies by 33 percent.

He adds that the new system "does all the remembering" for the sales team. "Now there is absolutely no excuse for dropping a lead or failing to communicate with a customer. This translates into better customer service—and an improved competitive edge."

"The best thing about Sage MAS 90 and Sage SalesLogix Sales is that we never have to think about them separately," says Caldera. "You set it up and it does what you want—ensuring that data flows smoothly between the front and back office."

RMA Tracks Returns

Returned merchandise is a problem throughout the pharmaceutical industry. Even minor shipping damages make an entire drum of product unusable. Many of Betachem's customers are large publicly traded companies who require Return Merchandise Authorization (RMA) numbers on all returned goods. Previously, numbers were assigned by hand using a log. Fulfillment instructions were maintained elsewhere. The entire return process took five separate steps.

The RMA module for Sage MAS 90 has changed all that by centralizing and automating all return functions. The staff selects if a customer should receive replacement items or credits, and RMA automatically generates all appropriate transactions including credit memos, replacement orders, and purchase orders. An inquiry program determines the status of a return, and a Return Reason Report helps identify recurring issues with vendors or shippers. "It's all very smooth," Caldera notes. "Not only do customers get the information they need, but we can also pinpoint causes of returns to make improvements."

Caldera is confident that Sage MAS 90 was the best choice for Betachem. "There's no way we could have grown this big without Sage MAS 90 and Sage SalesLogix Sales," he says. "And we have a long ways to go before we'll outgrow it."

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Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and midsized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

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