

CUSTOMER SUCCESS



Goo Goo Candy Goes for Good Taste With Sage MAS 200

Standard Candy was founded in Nashville by candy maker, Howell Campbell, in 1901 and after almost a century, the company which created America's first combination candy bar—the Goo Goo Cluster—is still going gangbusters.

Although Goo Goo candy was a strong regional brand through most of the 1970s, financial woes brought its manufacturers near bankruptcy before the Spradley family came to the rescue in 1982. James Spradley, president of Stuckey's, had experience in the candy business when he purchased 50 percent of Standard Candy. Through the 1980s, he and his son, Jimmy Spradley, concentrated on growing the Goo Goo brand from \$1 million to \$16 million in sales, and adding nationwide distribution.

Sticky Systems

Standard Candy was functioning fairly well using a combination manual and computer automated accounting system until its volume grew so much that it got bogged down in processing. To remedy this sticky situation, the company began a search for an integrated accounting software solution. They evaluated six software packages.

Sweet Solutions

"The Sage MAS 200 ERP accounting system won hands down," says Adcock. "It was truly a great value. Comparable programs were priced much higher than Sage MAS 200." Does this mean Sage MAS 200 was less powerful than its high-priced competitors? "Not at all," says Standard Candy Controller, Dennis Adcock. "Sage MAS 200 gave us at least 95 percent of the capability of the expensive systems." But, according to Adcock, that wasn't even its biggest benefit. "We had groups of employees test the usability of three of the products. The objection was that the costly software was so complicated, our people couldn't use it. They voted for Sage MAS 200 because it was menu driven and easy to learn."

Customer:

Standard Candy

Industry:

Confectionary manufacturer

Location

Nashville, Tennessee

Number of Locations: Two

Number of Employees: 200

System:

Sage MAS 200

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- Crystal Reports®
- Custom Office
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Magnetic Media
- Material Requirements Planning (MRP)
- Payroll
- Purchase Order
- Sales Order
- TimeCard

CHALLENGE

Find an integrated accounting software package to keep up with the manufacturing and national distribution demands of a \$16 million company.

SOLUTION

Sage MAS 200 financial and distribution modules.

RESULTS

50 percent increase in sales with a 25 percent decrease in accounting staff; reduced monthly close from five days to two; capitalized on daily analysis capabilities; became more profitable.

Did Sage MAS 200 live up to its high expectations? “In our case, Sage MAS 200 has performed beyond anyone’s hopes,” raves Adcock. “Even though our sales have doubled since we adopted the system, we now have only eight people in accounting, where we used to employ 12. Sage MAS 200 also enabled us to generate more accurate information in a timely fashion. This means that our monthly closings take much less time—shrinking from five days to only two.”

Standard Candy is now in the process of enhancing and customizing their Electronic Data Interchange (EDI) module to fully integrate with Sage MAS 200. The company anticipates a major efficiency boost when its Internet orders are automatically interfaced with Sage MAS 200.

With Sage MAS 200 in place, Standard Candy can run a Gross Requirements Report after an order is entered into the Sales Order module. The advantages of this capability are multi-fold. Every item needed to manufacture for the order is compared with current inventory. Required components, which might include liquid chocolate, corn syrup, peanuts, cartons or wrapper film, can be ordered through Purchase Order, and a production schedule set up. And, anyone can instantly access an up-to-the-minute status report.

TimeCard is another valuable module utilized by Standard Candy. When employees check in or out, the information is automatically entered into Payroll for human resources. As a result, Standard Candy can produce daily reports on how much labor has been spent, compare it to production’s absorbed labor and make immediate adjustments. “We used to get these reports weekly, too late to do anything about them,” comments Adcock. “Now if we had a labor problem yesterday, we can solve it today.”

With its ease-of-use, greater efficiency and access to real-time information, Sage MAS 200 is helping Standard Candy remain as delectable as ever.

“Adopting Sage MAS 200 has definitely increased the profitability of manufacturing our candy.”

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized 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.

