



Peachtree
by Sage

QUANTUM

CUSTOMER SUCCESS



Etnia Barcelona Sees Clear Value in Peachtree by Sage Quantum

Gone are the days when spectacles were pure function. Consumers now demand glasses that also look good. Today, fashion forward eyewear is a fast-growing market, led by companies like Etnia Barcelona. Etnia Barcelona's handcrafted European eyewear is sold through exclusive optical boutiques across the United States, Canada, and Latin America. Each frame is produced in multiple colors, ranging from a conservative tortoise-shell to an electric pink. As Etnia Barcelona stakes its place in a highly competitive marketplace, it relies on Peachtree by Sage Quantum for the business information it needs to compete, grow, and succeed.

"I was referred to Peachtree by a colleague," recalls Juan Carlos Mazaira, president of Etnia Barcelona. "I downloaded a demo from the Web site, and saw what a complete business solution it was. It has features that more expensive products don't have; I bought it the same day."

Look Ahead To The Next Step

Etnia Barcelona started using Peachtree Quantum last year when the company's transaction volume and number of users dramatically increased. "When I spoke to Sage Software about it, they recommended I implement Peachtree Quantum because it's designed for growing businesses like mine," says Juan Carlos. Peachtree Quantum includes powerful distribution-related features, plus it has significantly faster report generation, batch posting, and transaction-save times over other software packages in the same class.

"We have been very pleased with Peachtree Quantum," notes Juan Carlos. "It's an incredible value for a very complete package—we absolutely love it."

Keep an Eye on Inventory

Juan Carlos praises the comprehensive inventory management features included in Peachtree Quantum. Using the information the software collects, he is able to see which products, in which colors are selling well, and which may not be. "I always look at the sales figures for each item to help me determine how much to reorder," he notes. Purchase orders to maintain adequate stocking levels are generated and e-mailed to vendors from within Peachtree Quantum.

Customer:

Etnia Barcelona

Industry:

Wholesale Distribution

Location:

Miami, Florida

Number of Locations: 1

Number of Employees: 5

System:

Peachtree by Sage Quantum

CHALLENGE

As Etnia Barcelona grew, it sought an affordable and complete accounting solution that could keep pace with its growth.

SOLUTION

Since implementing Peachtree by Sage Quantum, Etnia Barcelona is able to accommodate a large number of users and higher transaction volume while enjoying the superior functionality and ease of use not found in the competition's software.

RESULTS

The rich feature set of Peachtree Quantum delivers functionality of higher-priced products. Easy to learn software minimizes training time. A clear migration path reassures Etnia Barcelona of a Sage Software solution to match its growing business needs.

“Inventory is really easy to work with,” continues Juan Carlos. “It’s very user friendly for our sales representatives.”

View Your Financial Health

Every successful small businessperson benefits from easy access to financial data. Juan Carlos says Peachtree Quantum delivers that data on demand.

“When I open Peachtree Quantum, it’s like seeing an income statement—all of the information is right there,” he says. “It shows me where we are and where we’re going. The shortcuts are great—everything is just a click away. Plus, I’m able to customize reports to show me the information I care about.”

“I’d definitely recommend Peachtree Quantum to other growing, wholesale distributors,” Juan Carlos continues. “It’s been a great solution for us.”

Focus On Customer Service

Etnia Barcelona’s customer service staff enters and processes an average of 50 orders each day. Orders are entered live, while customers are on the phone. Juan Carlos appreciates that every document can be either faxed or e-mailed to customers. Each customer’s preference for document delivery is stored within Peachtree Quantum and that preference is referred to as a document is generated. “We don’t have to remember which customers prefer fax and which prefer e-mail — Peachtree Quantum recalls that preference from past records automatically,” explains Juan Carlos.

Etnia Barcelona offers a liberal return policy, allowing its customers to return stock that hasn’t sold and exchange it for different items. Juan Carlos explains that the company has found a clever way to use Peachtree Quantum to track RMAs (return merchandise authorizations). The software supports a Proposal function which Etnia Barcelona does not need, so staff has adapted this function to serve as an entry screen for RMAs. “It helps us track what’s coming in, how much we’re crediting, and what the customer wants in exchange,” explains Juan Carlos. “We e-mail a copy of the RMA to the customer for their confirmation.” When the returned products are received, staff completes a credit memo and new invoice and then deletes the

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RMA. “While it wasn’t specifically designed for that, it works just great,” he adds.

A Vision For The Future

Juan Carlos continues to position Etnia Barcelona for the future. The company is renovating a recently purchased warehouse to serve as its new headquarters and distribution center.

Both now and into the future, Sage Software continues to factor into Etnia Barcelona’s plans. “We’re planning to move to Sage MAS 90 in the next couple of years, if our growth continues,” Madaira says. A straightforward upgrade path from Peachtree Quantum to Sage MAS 90 will make this transition an easy one.

“Sage Software offers solutions that match our company’s ever-changing needs,” concludes Juan Carlos. “I’ve been so satisfied with the support and quality of products from Sage Software; I don’t see a reason to switch.”

If you’d like to learn more about Peachtree by Sage Quantum or another Peachtree product, please visit www.peachtree.com or call 877-495-9904 to speak with a new product specialist today.

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.

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