



MAS 200

CUSTOMER

The Game LLC

www.2thegame.com

CORPORATE PROFILE

Type of Business

Sportswear

Number of Locations

One

Number of Employees

150

Size

\$25 million

SYSTEM PROFILE

Computer System

Microsoft Windows NT server

Users on system: 70

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Crystal Reports
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order

MAS 200 Scores Points with The Game

Team spirit is serious business for The Game, America's number one headwear brand in college bookstores and large sports apparel chains. The Game designs, imports, decorates and distributes logo apparel, primarily caps, emblazoned with team names. They also hold the prestigious license for NASCAR headwear and apparel, selling to trackside vendors, licensed shops and online customers.

The Game has in-house embroidery operations running two shifts a day, with digitizing equipment for high-quality production and speedy turnaround. Ten artists and designers use the latest technology to create dynamic designs. One sister company manufactures private-label apparel merchandise for sports corporations. Another operates a 200-person call center and fulfillment center, with 24x7 ordering capabilities for special programs and offerings.

When The Game, then known as Kudzu, opened its doors with only eight employees, the management team wanted to start things right. On the advice of their accounting firm, they selected



MAS 200 as their accounting system, and have been using it ever since to run the entire business.

"MAS 200 is a phenomenal product from an accounting standpoint, and is also a great value for the money," says Jeff Stillwell, a partner at The Game. "Our entire accounting department raves about it. It's structurally sound, and gives us perfect results for auditing. And it's flexible enough for multi-company use, so we can swap companies in and out with ease. Because of all these benefits, we have no plans to leave the Best family of products."

CHALLENGE

Obtain a warehouse management system that will integrate with MAS 200 to provide a comprehensive solution that features streamlined efficiency and seamless data flow.

SOLUTION

MAS 200 financial and distribution modules, along with RADIO BEACON™ WMS.

RESULTS

Seamless integration and data flow; Streamlined automation; Paperless processes; No more manual spreadsheets; Improved efficiency; Increased shipments; Cut late deliveries and related costs; Reduced warehouse staff by 37%.

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Partner
The Game LLC

Scouting for Warehouse Talent

Then The Game grew to 150 employees and its warehousing functions became much more complex. In 1999 the company built a new 120,000 square foot building to house warehousing and distributions, hoping for economies of scale. But the move worked the other way around. The building was so large that it was difficult to find anything.

“We had more than 10,000 SKUs and a manual tracking system,” says Stillwell. “Items got lost in 24-foot racks. So Stillwell went hunting for a warehouse management solution — one that would integrate with the well-loved MAS 200 system.

Hats Off to the All Star Team

Kudzu’s reseller discovered RADIO BEACON™ WMS, a warehouse management system, at Best Software’s annual partner conference, and learned that the product integrated with MAS 200. Stillwell evaluated and approved the concept. The reseller then brought in SVWK, a MAS 200 master developer who had created the RADIO BEACON integration. The reseller served as outside project manager for the entire implementation.

MAS 200 and Radio Beacon proved to be an excellent answer. Today data flows seamlessly from the back office to the warehouse and back again, all in a totally

paperless process. Sales and purchase orders are delivered electronically to the warehouse floor. The accounting staff is “ecstatic,” he says, because they no longer have to key data into spreadsheets.

The system barcodes master cases when shipments arrive from overseas, generates a bar-coded shipping label for each order and does paperless picking. Picks are scanned for confirmation against order data, boxes are sealed and they’re conveyed to shipping. Most importantly to The Game, the system also separates orders between sister companies, eliminating confusion.

“MAS 200 now forms the basis for a completely integrated solution,” explains Stillwell. “It has allowed us to reduce warehouse staff by 37 percent, although we’re shipping more product than a year ago. We’re also realizing big savings from on-time shipments. We used to give discounts for late deliveries. Today we’re meeting every one of our deadlines, even during peak season, and can therefore avoid discounts that eat into profits.”

“We were able to do it all — automate our warehouse operations, and integrate it with our trusty MAS 200 system,” Stillwell comments.



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