

Sage 100 ERP | Customer Success

Silk Botanica Blossoms Beautifully With Sage 100 ERP

You bend over a stunning bouquet of roses, so fresh-looking that you can't resist touching and smelling. Surprise! They're botanically correct artificial flowers, created by expert permanent floral artists for Silk Botanica in San Francisco.

Silk Botanica sells premium-quality permanent flowers, foliage, and decorative accessories to fine retailers across the country and at an international showroom. Its designers travel extensively to study floral and fashion trends. Then they develop a cohesive line that includes coordinating candles and containers. Their goal is that each flower be perfect, from stem length to the slightest variations in color, for lasting beauty.

Branching Out

Silk Botanica began small in 1995, when Allen and Nancy Tong started importing a limited line of stems. Sage 50—U.S. Edition was an ideal accounting package at the time, providing a simple yet effective set of business tools well-suited for the start-up.

Then the Tongs' rosiest business dreams came true, bringing year after year of expansion. The company hired as many as 20 employees, created a network of independent sales representatives across the nation, and saw revenues soar to more than \$10 million. With the addition of a full warehouse and complex shipping requirements, Silk Botanica needed to power up its business system capabilities. After checking out several different applications, they decided on Sage 100 ERP* because of its ability to handle future expansion, robust feature set, and tightly integrated modules—and most importantly it allowed them to stay within the Sage family of products.

Big and Strong, Stable and Fast

Automation through Sage 100 ERP has transformed operations at Silk Botanica, cutting order processing time by 25 percent. When a customer calls with an order, a Silk Botanica representative enters data directly into the Sales Order module. Sage 100 ERP prints a pick sheet, releases inventory, calculates commissions, updates warehouse information, manages shipping, creates invoices, and tracks collections data. Inventory can now be sorted in multiple ways, including by product line, for improved warehouse management.

*Sage 100 ERP was named Sage ERP MAS 200 when Silk Botanica initially implemented this solution. The product names have been updated in this case study to reflect current naming.

Customer

Silk Botanica

Industry

Importer and distributor of decorative accessories

Location

San Francisco, California

Number of Locations

One plus three showrooms

Number of Employees

20+

System

Sage 100 Advanced ERP



Challenge

Upgrade to a robust, integrated system that can handle complex warehousing and shipping requirements and easily accommodate continued growth.

Solution

Sage 100 ERP financial, distribution, and StarShip modules.

Results

Streamlined automation from A to Z; seamless integration and data flow; easy, instant searches; 25 percent cut in order-processing time; improved warehouse management; enabled owner to focus on the big picture.

Several Sage 100 ERP modules were customized by the reseller with user-defined fields for information like commission details. This was necessary because Silk Botanica has an intricate commission structure, where figures can vary depending on hitting dollar targets or making sales at a show.

"We like the flexibility we get with Sage 100 ERP," says Mimi Odell, account manager with Silk Botanica. "We can do a sales order and invoice later. Or we can go straight to entering an invoice, saving the time of doing a sales order. Plus, it's possible to look things up a billion different ways. You try a search, having no idea if you're using the right approach. Low and behold, it works."

Odell says the system was very easy to learn. "We were using it just a few days after implementation, partly because the modules function in similar ways. If you've mastered one module, you can easily transfer that knowledge to another one."

An added benefit of converting to Sage 100 ERP has been extra time for one of the owners, who formerly had to come in every weekend to work on the computer systems. Now he can devote more hours to other projects.

Silk Botanica is poised to launch StarShip, a Sage 100 ERP shipping module, to automate the entire shipping process. This will help accommodate continued corporate growth.

"Everyone here wears a couple of hats," says Odell, "something that is made possible by Sage 100 ERP. It's a product that's big, strong, stable, and fast. Because of its efficiencies, we can operate the company with little or no fat."

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Mimi Odell, account manager
Silk Botanica

About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers' needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 12,300 people and supports more than 6 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com or call 866-996-7243. Follow Sage North America on Facebook at: <http://www.facebook.com/SageNorthAmerica> and Twitter at: <http://twitter.com/#!/sagenamerica>.
