Navtrak Charts a Better Course With Sage 500 ERP

"QuickBooks was not a true accounting system," says Sheryl Auld, controller of Navtrak, Inc. "Finally we have the real thing with Sage 500 ERP,* and we're extremely happy with it."

Navtrak manufactures global positioning system (GPS) equipment for businesses so it can track vehicles in an accurate and timely manner. Unfortunately, its QuickBooks financial software was neither accurate nor timely. "It just wasn't working at all," explains Auld. "It didn't provide an adequate audit trail, the ability to perform analysis, or do deep inventory tracking. And it let people delete transactions when they shouldn't, leaving us with little management control."

Navigating the Software Waters

Auld checked out leading business systems before making a purchase decision. "Sage 500 ERP blew Great Plains out of the water," she says. "Sage 500 ERP was superior at integrating with our administrative database and CRM and was very easy to use. Also, the reseller was terrific, going above and beyond what you'd expect from any business partner. I'd worked with Great Plains at a previous job and knew it very well. But once I saw Sage 500 ERP, I told the Great Plains representative that they didn't need to come back."

Sage 500 ERP now does "almost everything from a financial standpoint," according to Auld. This includes all general accounting functions, plus inventory and manufacturing management for Navtrak.

Big Leap Forward

"We made a huge leap from QuickBooks to Sage 500 ERP because we didn't want to switch to a different product in a couple of years," says Auld. "In the process, we had to restructure how we did things throughout the business. For instance, now all transactions must be posted by individuals with proper security rights. The added effort has definitely been worth it. Now we're in compliance with general accounting practices and can easily provide data for our auditors."

*Sage 500 ERP was named Sage ERP MAS 500 when Navtrak, Inc. initially implemented this solution. The product names have been updated in this case study to reflect current naming.

Customer
Navtrak, Inc.

Industry
GPS manufacturer

Location
Salisbury, Maryland

Number of Locations
Five

Number of Employees
65

System
Sage 500 ERP
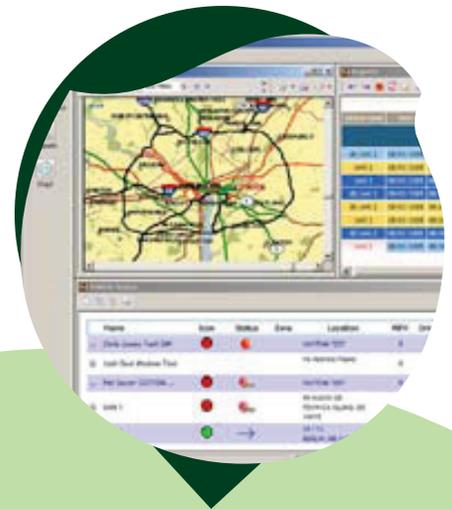
Challenge
QuickBooks "wasn't working"—did not provide an adequate audit trail, inventory tracking, or management control.

Solution
Sage 500 ERP with complete suite of financial and manufacturing modules, fully integrated with internal database and CRM.

Results
Data entry time cut by 50 percent; time to create reports reduced by 33 percent; business doubled without increasing inventory levels or staffing.

Navtrak receives inventory that is 90 percent complete. The company adds sophisticated communication modems, programs them, tests for quality control, and ships them to customers, primarily fleets in the trucking, ambulance, waste disposal, and utility industries. Orders are received through a CRM system, which integrates seamlessly with Sage 500 ERP. Products are scanned into the Sage 500 ERP inventory system upon arrival. The system pulls parts according to customer order, stages and processes production, and even manages orders through shipping.

Goodbye to Manual Tracking

"Sage 500 ERP eliminated the manual transaction tracking we used to do," Auld notes. "We now have historic data for all purchases, as well as real-time inventory. We can drill down and see exactly what we purchased with each vendor, or what each customer has ordered from us. This is invaluable information for running our business smarter."

The new system has resulted in efficiencies across the board. "Because Sage 500 ERP integrates with our CRM software, we only have to enter data once," says Auld. "This has cut data entry time by at least 50 percent, or the equivalent of several full-time employees, who can be used in other areas of the company."

Real-Time Data

Cash management is better as well. "Before we kept manual records on receipts and disbursements, which had to be entered into spreadsheets. Now we just post transactions into Sage 500 ERP and run a report every day, giving us instant access to up-to-date cash balances. Analysis of all types of data is easier, in fact, because we can run reports directly out of Sage 500 ERP, reducing reporting time overall by about 33 percent," says Auld.

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>
> Sheryl Auld, controller
> Navtrak, Inc.

Inventory has been streamlined, too. "Sage 500 ERP provides us with much better exposure on our inventory, so we understand exactly what we have on hand at any given time and can plan and purchase inventory more wisely. We've doubled in size in the past year in both customer volume and total number of vehicles tracked by our database. Yet we're managing with close to old inventory levels and were able to put off hiring new staff, a tribute to the efficiencies provided by the new software," says Auld.

Auld says she never hesitates to recommend Sage 500 ERP. "It's a great product," she explains, "and there's no way our phenomenal growth would have been possible without it."

About Sage

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