

Sage BusinessWorks is a sweet solution for The Impex Group

The Impex Group sources quality honey from around the world and imports it in large quantity for sale to wholesale packers throughout the United States. In turn, those packers sell to a wide variety of customers, including commercial bakeries, food manufacturers, and distributors. The company has a reputation for finding and delivering product of consistently high quality at fair prices.

For over a decade, The Impex Group has trusted its business operation to Sage BusinessWorks Accounting. Maren Martin, vice president of operations for The Impex Group, says that they have remained loyal to the product for so long because it continues to meet the company's needs. "Sage BusinessWorks is easy to use and easy to learn, yet it is accounting software that has the built-in security and controls our growing business requires," she says.

Better than the rest

Martin says she has used several other accounting software products during the course of her career, and feels that Sage BusinessWorks ranks as the best. "Many entry-level programs fail to maintain a detailed audit trail, or prevent users from making transactional errors. While our operations are not as complex as a larger company's might be, we still require many of the same features and functionality and Sage BusinessWorks provides them."

The company's local Sage Authorized Partner is a valuable asset, helping The Impex Group get the most from Sage BusinessWorks. "They are our support team," says Martin. "Because they understand our business, they are able to help with our specific questions or with troubleshooting issues."

Better cash management

The Cash Management module is a favorite of Martin, thanks to its integration with the General Ledger, Accounts Payable, and Accounts Receivable modules. "We used to keep a series of manual ledgers," says Martin. "Now, it is all in the software, making it much more accurate and efficient. All cash-related transactions from the other modules flow to the Cash Management module, making for easier reconciliation."

Challenge

As a growing business, The Impex Group requires features and functionality beyond what entry-level software can provide, yet it values simplicity and ease of use.

Solution

Sage BusinessWorks Accounting is an ideal solution, offering the security and controls of a large ERP solution along with intuitive operation all at a competitive price.



Results

Improved cash flow forecasting allows the company to better utilize its cash. Sales analysis reporting helps identify trends. Purchasing features streamline this vital process, ensuring accuracy.

Customer

The Impex Group

Industry

Wholesale Import

Location

Tustin, California

Number of Locations

One

System

Sage BusinessWorks

- System Manager
- General Ledger
- Accounts Receivable
- Accounts Payable
- Cash Management
- Inventory Control
- Purchase Order
- Order Entry

The Impex Group offers short-term financing to some of its customers, paying cash to vendors and then providing favorable terms on the purchase to customers. The Cash Management module and its informative reports help the company forecast and better manage its cash by providing both current balances and calculated future balances. By carefully monitoring receivable invoices and the expected payment schedule, The Impex Group has a clear view of its cash flow and is able to make the best use of its available funds. "The information we obtain from the software helps us put our cash to work earning the company interest," says Martin.

Monitor sales

The Sales Analysis Report can be sorted by customer, and it provides the company with insight into what each customer is purchasing. The report enables The Impex Group to take proactive action if sales volume begins to drop off. "We have a relatively small number of customers, but the dollar volume for each is significant," explains Martin. "So having current information about their buying patterns is vital to helping us maintain our revenue stream."

Streamlined purchasing

The Impex Group rarely stocks honey for any length of time, and so the company does not use the Inventory Control module to maintain a perpetual inventory. However the pricing options, cost history, and conversion factors in the module help the company better manage its purchases.

The company also uses the Purchase Order module that is included with the Inventory Control module. "We generate purchase orders for every purchase transaction," explains Martin. "We order multiple container loads at a time, but we sell in several smaller units of measure, so we have set up conversion factors in the software."

About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.1 million small and mid-sized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,100 people and supports 6.2 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com.

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Maren Martin
Vice President of Operations
The Impex Group

Easy to learn and use

Over the years, the company has periodically hired temporary personnel and Martin appreciates how easy it is to train new staff in the software's operation. "All the modules share similar navigation and it is very intuitive to use," she says. "Once we train staff to navigate in one module, the others modules are easy."

The flexible security setup means that The Impex Group can carefully control which menus and modules within the software each staff member has access to. An audit log tracks changes to the data files by user and date.

"Sage BusinessWorks is a great program," concludes Martin. "It is powerful and loaded with features, but you don't need an accounting degree to use it."