

MAS 200

CUSTOMER

HerbaSway® Laboratories

www.herbasway.com

CORPORATE PROFILE

Headquarters

Wallingford, Connecticut

Type of Business

Liquid Herbal and Dietary Supplements

Number of Locations

One

Number of Employees

47

SYSTEM PROFILE

Computer System

Microsoft Windows

Users on System: 26

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bill of Materials
- Credit Card Processing
- e-Business Manager
 - .inquiry
 - .order
 - .store
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order

HerbaSway® Protects Health Naturally with MAS 200

The good thing about an herbalist's tonic is the natural ingredient base. The bad thing is the ghastly taste and smell.

Dr. Franklin and Lorraine St. John recognized an important market niche — all-natural herbal therapies that actually taste good. Based on Traditional Chinese Medicine used for more than 5,000 years, they launched HerbaSway Laboratories and now produce high-quality herbal liquids and dietary supplements. HerbaSway's products are marketed through health food stores, pharmacies, medical practitioners, and increasingly to consumers via radio infomercials and the web site.



Sales Triple, Swamping Existing System

It was the success of infomercials that prompted a switch in accounting software. In one year, sales volume tripled, and the HerbaSway's legacy Peachtree system was overwhelmed. "Peachtree was great, but it just wasn't designed for the size of company we were growing to be,"

explains Lorraine St. John, owner. "We created a wish list of features, selected MAS 90, and then upgraded to MAS 200 as orders continued to soar." Peachtree, MAS 90 and MAS 200 are all Best Software products.

MAS 200 runs all aspects of HerbaSway's operations. "The Sales Order module is one of the most important to us," says Lorraine St. John. "When an order comes in, our call center brings up the customer's information in seconds — amazing, given that we have more than 100,000 customers in our database. We can search by name, phone number, ZIP

CHALLENGE

Radio infomercials brought in hundreds of thousands of new customers, overloading the existing Peachtree system.

SOLUTION

MAS 200 with e-Business Manager, Credit Card Processing, Inventory Management and a full suite of financial modules.

RESULTS

Seamless e-commerce and business system has reduced staffing needs, improved accuracy, permitted smarter cash flow strategies, and supported a four-fold growth in sales.

“We could never have grown so quickly without MAS 200. It has allowed us to get rid of paper, reduce manpower costs in shipping, manage our payables better, speed up order processing and improve profitability. No matter what, it keeps right on running.”

Lorraine St. John
Owner
HerbaSway Laboratories

code or even street address, minimizing our customer’s wait time. New orders are processed in real time and customers receive verification of their credit card charges or opportunities to resolve charge declines during the phone call, again with minimum wait time. Customers find the service quick and efficient. Charged orders are electronically sent to the shipping staff. Orders are shipped out within a day. The system is incredibly fast and keeps up with our volume nicely.”

The Inventory Management module creates reports that help HerbaSway reorder and avoid both out-of-stock and excessive stock issues. The Bill of Materials module records all production, keeps an accurate accounting of costs, posts results to the General Ledger and calculates profits in real-time.

e-Commerce Efficiencies

A newly installed e-Business Manager module has streamlined online ordering. “Previously, orders were entered manually, which took additional time and labor,” says Kris Schiavo, IT Manager. “Now we have a seamless feed from the Web site to other MAS 200 functions. When a customer completes their shopping cart, their credit card is preauthorized and the order is entered into Sales Order. Credit Card Processing dials out and obtains a credit card payment. Within five minutes

the customer receives an e-mail receipt. Since e-commerce is such a huge part of our distribution mix, the efficiency of e-Business Manager is the only way for us to go.”

“Before, credit card data was stored in plain text,” adds Todd Wojtkowski, IT Specialist. “With e-Business Manager, it is encrypted and only the last four digits of the card number show. This means that sensitive customer information is much better protected.”

Another important benefit comes from the system’s user-friendliness. “Turnover rate in call centers is high,” says Art Aery, Controller. “MAS 200 is easy to learn, which cuts our training costs. Plus errors are easy to catch, so our accuracy has improved.”

“We could never have grown so quickly without MAS 200,” Lorraine St. John says. “It has allowed us to get rid of paper, reduce manpower costs in shipping, manage our payables better, speed up order processing and improve profitability. No matter what, it keeps right on running. We’re not done. Next we plan to install ACT! Link to integrate front office salespeople using ACT! with our MAS 200 back office — another exciting project that will save money and make us even more efficient.”



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