

Sage SalesLogix | Customer Success



Challenge

Code 3 Collectibles needed a customizable CRM system to tie the company's front- and back-office systems together, process orders from the web, and provide access to all employees.

Solution

Sage SalesLogix integrates with the shipping software and with Sage PFW ERP, ensuring access to valuable customer information.

Results

Code 3 Collectibles shipping time was reduced 60 percent through back office integration; order-taking was cut to one step. Strategic growth is now supported.

Customer

**Code 3 Collectibles/
Funrise Toy Corporation**

Industry

Retailer of high-quality, limited-edition collectibles, and an innovator of superior toys

Location

Los Angeles, California

Number of Locations

20

Number of Employees

130 employees in the U.S. and Hong Kong

System

**Sage SalesLogix
Sage PFW**

Back-Office Integration Cuts Time to Ship by More Than Half

When Code 3 Collectibles began selling high-quality, limited-edition precision models of fire and rescue equipment to collectors, CIO John Meyer knew the company needed a customer relationship management (CRM) system that would tie its front- and back-office data together. "There was only one product available at the time that met our needs and it worked okay for us the first four years we were in business," Meyer recalls.

But, the product was, as Meyer puts it, "Completely closed. I had no control over customizations." And as a rapidly growing company, Code 3 was constantly updating and customizing. The situation was, in Meyer's words, "unbearable."

Sage SalesLogix Exactly What We Needed

Meyer looked at many solutions, including PeopleSoft, Onyx, Pivotal, and the Great Plains/Siebel product. He also evaluated Sage SalesLogix. It looked familiar because he had used ACT! by Sage.

"I could see Sage SalesLogix was easy to use and wouldn't require a tremendous amount of training. It had a design philosophy I liked and was easy to follow. It was also highly expandable," he says. "Sage SalesLogix truly was exactly what we were looking for."

For implementation services, he chose Millennium Business Solutions Group (MBSG), a certified Sage Business Partner.* Stephen Korosy of MBSG remembers, "Our job was to fit Sage SalesLogix to Code 3's way of doing business. We helped the company refine its objectives for the system and then performed the customizations that met those objectives."

"The way Sage SalesLogix is architected, it's obviously designed for customization. With standard tools like OLE DB, a VBScript development environment, and access to Microsoft® ActiveX controls, it's possible to make changes literally on the fly. It's that easy," Meyer says.

Shipping Time Cut by 60 Percent

Of course, improved service doesn't end with the sale. When it's time to ship an order, Sage SalesLogix, Sage PFW ERP (Code 3's financial and accounting system and another Sage Software product), and Code 3's shipping software all work together. Data flows automatically among the systems, cutting shipping time from five days to just over 48 hours—a 60 percent reduction! “A lot goes on there,” Meyer explains. “And Sage SalesLogix is the hub we use to deal with all that information.”

“We could not grow without Sage SalesLogix. We could have spent a lot more time and money, but with Sage SalesLogix I'm confident we'll grow into the future without having to look for a new CRM system because we've outgrown it,” Meyer says.

“Without Sage SalesLogix, we would not have the capability in-house to manage the strategic growth plans we've built. In other words, we could not grow without Sage SalesLogix.”

About Millennium Business Solutions Group, Inc.

Millennium Business Solutions Group, Inc. helps small, mid-market and large organizations by implementing, migrating, and supporting leading CRM and ERP products that streamline day-to-day operations and improve overall management reporting.

“We now simply supply better service to our customers.”

– John Meyer
CIO
Code 3 Collectibles/Funrise Toy Corporation

Note: Customer is a participant in the Sage Customer Reference Program and may be eligible for participation-based incentives.

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About Sage SalesLogix

Sage SalesLogix offers a complete view of customer interactions across departments—providing information and insights for better planning, managing, and forecasting. Your teams will have the tools to increase sales, reach more profitable customers, enhance the customer experience, and anticipate customer needs. Sage SalesLogix offers flexible access, deployment, and payment options to address business requirements.

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.