

ATR and Sage MAS 200 Help Drive Momo USA's Success

An Automotive Accessory Distribution Solution

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America's IndyCar, NASCAR, and Formula One racing teams turn to Momo USA Accessories for the suits, gloves, shoes, steering wheels, pedals and other trimmings that give them the winning edge. A subsidiary of Momo International of Italy, Momo USA is headquartered in Lake Forest, California and distributes its merchandise throughout the racing circuit and through dealers in all 50 states, Canada, and South America. The company has enjoyed robust growth averaging over ten percent each year, and expects to increase sales by 20 percent next year.

A Finely Tuned System

One of the biggest challenge facing automotive industry distributors like Momo USA is effective inventory management. Ensuring you have enough stock on hand of the right items is crucial. Conversely, carrying too much stock is costly and inefficient.

For Momo USA, the secrets to balancing its inventory levels lie within Sage MAS 200 ERP. The company behind Momo USA's Sage MAS 200 installation is Accounting Technology Resources, Inc. (ATR), of Costa Mesa, California.

Momo USA's CFO, Satchi Ratnam, has used Sage MAS 200 for nearly 15 years. "All the information we need is in Sage MAS 200," he explains, "I can use stock

reports and inquiries or use Crystal Reports to get at precisely the data I need."

ATR has configured Sage MAS 200 to provide Momo USA with the data it needs to make informed buying decisions and ensure appropriate stocking levels of its products. "ATR has always been very knowledgeable and helpful," reports Ratnam.

Momo USA accesses the detailed item sales history in Sage MAS 200 to help forecast future demand. Comprehensive sales reports by customer/by period help the company identify trends that may affect purchasing decisions.

One of the areas where ATR was instrumental was



in the configuration of the Sage MAS 200 Material Requirements Planning (MRP) module. This valuable tool helps ensure that Momo USA has sufficient product quantities on hand at all times. It simplifies work processes, eliminates purchasing and scheduling problems, and allows Momo USA's purchasing and production managers

to plan more effectively. MRP analyzes demand based on open sales orders and projections, and then looks at supply based on inventory stock levels and open purchase orders. Combining this information with manufacturing and shipping lead times, Momo USA

Solutions Spotlight

can produce reports that help the company determine which orders need to be placed, revised, or canceled.

The Sage MAS 200 Purchase Order module helps Momo USA track its overseas purchases from order to final delivery, streamlining the entire process. Through integration with the Inventory, Order Entry, Accounts Payables, and MRP modules, Momo USA has a comprehensive purchasing system to manage this important and complex task.

Order Entry Fuels Sales

Most of Momo USA's orders are received by phone or fax. Customer service staff keys those orders directly in to Sage MAS 200. Real-time inventory tracking ensures that Momo USA is giving customers the right answers regarding product availability.

Tools within the order entry module allow staff to look up alternate items should the requested item be unavailable. Plus, staff can query open purchase orders right from order entry to see what's on order and when it's expected in.

Built-in security features alert the staff during order entry if a customer's account is past due or on hold. As shipments are processed, the carrier's tracking number is stored within Sage MAS 200 for easy retrieval and tracking.

Like many companies, Momo USA uses spreadsheets to format and analyze corporate financial data. F9, a report writing tool, delivers data from the Sage MAS 200 General Ledger module to a Microsoft Excel spreadsheet. A hotlink feature in the spreadsheet ties any data item to the General Ledger. This linkage provides an instant update of the financial information in Ratnam's spreadsheet and saves time by eliminating the need to manually rekey data.



Winning Team

Momo USA takes advantage of ATR's annual support agreement, paying a fixed yearly cost for unlimited telephone and Internet support. "It simplifies budgeting for support costs greatly," says Ratnam.

Ratnam has enough experience with Sage MAS 200 that he rarely requires much assistance, but when a complex technical problem or question arises, he appreciates the rapid, expert support he receives from ATR. Ratnam also likes the fact that he can work primarily with a single consultant who understands his business, and

makes regular visits to help brainstorm new ideas and address new challenges.

Revving Up Operations

Momo USA is currently working with ATR to implement a bar code solution for its warehouse. Staff will scan items as they are picked, packed, and shipped to automatically create invoices—saving hours of effort and eliminating potential data entry errors. In addition, the use of bar codes will speed the annual full physical count and periodic cycle counts for the company.

Ratnam is grateful for the long-term business management solution he's found in Sage MAS 200, "We've experienced no growing pains with the software—which is remarkable considering our substantial growth over the years. I believe we've got virtually unlimited growth potential."

He's just as appreciative of the long term business partner Momo USA has found in ATR. "ATR is our partner—we'll definitely look to them for help with future projects."

Headquartered in Costa Mesa, California, our firm has specialized in Sage MAS 90, Sage MAS 200 and Sage MAS 500 since 1987.

Our extensive experience, exceptional service, and broad expertise assure you of our ability to solve even the toughest business problems.

If you would like to fine-tune your firm's business model, we would like to talk with you and see if Sage MAS 90 is the right solution for you.



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