

Astone Innovation Uses Sage Accpac ERP to Lead Lifestyle Product Development Market



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Mr. Terence Wong, Director – Product Development & Operation of Astone Hong Kong Limited.

Company

Astone Hong Kong Limited

Challenges

Lacking a mature IT solution, Astone used spreadsheet for record keeping. Huge amount of time was needed to generate a half-yearly analysis report for management. Real-time data is not available for decision making and for analyzing cash flow. As business expanded, more sophisticated reporting tools were needed to analyze and facilitate management level decision-making process.

Solution

Sage Accpac ERP

Modules

General Ledger • Account Receivable • Account Payable • Inventory Control • Order Entry • Purchase Order • Multi-Currency

Number of Users

20

Benefits

- Generate reports such as account receivable for cash flow analyses, checking overdue balances etc
- Ability to do sales forecast
- Enjoy automated workflow
- Faster turnover time for inventory

Industry

Lifestyle Product Development

Geographic Location

Hong Kong

Business Challenges

Established in 1999, Astone primarily focused on its distributor role in the lifestyle product market initially. As demand multiplied, Astone concluded that it was time to carry its own brand of commodity – Astone. Together with development of other IT, digital entertainment and lifestyle products, Astone moved into the next stage of progress.

Parallel to its business expansion, Astone resolved to embark on IT initiatives with a definite purpose – to facilitate operation flow and obtain accurate real-time performance measure for business forecasts.

Prior to its IT venture, Astone did not possess a mature IT solution. Its used mainly spreadsheet for record keeping. Analysis reports were generated on a half-year basis as the process was time consuming and it often took one to two weeks to generate. As a result, reports were prone to human errors leading to inaccurate evaluation.

Furthermore, management had difficulty analyzing cash flow as data was not real-time, thus hindering decision making processes.

As business continued to expand, it became clear that Astone needed a more sophisticated system that can offer comprehensive reporting tools to hasten the operation pace.

"We realized that a new system was needed to facilitate our growth; without it, we could not do much with the ever-increasing operation involvement," concluded Mr. Terence Wong, Director – Product Development & Operation of Astone Hong Kong Limited.

WHY SAGE ACCPAC?

Upon defining the specifications, Astone commenced its expedition to review various solutions to satisfy its needs and demands. It examined systems of different scales and eventually reached a decision on Sage Accpac ERP as it is flexible and stable.

"One thing we really appreciate about Sage Accpac is that it supports large volume of data, a factor that we anticipate for the near future, and it comes at a reasonable price too," commented Mr. Wong.

IMPLEMENTATION AND SUPPORT

Being Astone's implementation partner, Data World's first step was to familiarize employees with the changes that were likely to take place post-implementation. Both on-site training and consultation were given to the end-users to heighten their understanding of the system and the forthcoming changes in the workflow process.

"There was a clear synergy between what we wanted to achieve in terms of processes and what Sage Accpac can offer. We were confident that both Sage Accpac and the professional services provided by Data World would facilitate us in attaining our aims."

The implementation took place in a span of four weeks with intensive knowledge transfer from the technology consultants to end users. Data World also provided post-implementation handling and training.

BENEFITS

Apart from eliminating inefficiencies, improving internal processes and facilitating decision making, Astone benefits in other ways as well from its Sage Accpac implementation.

Ease of Generating Reports

In the financial arena, Astone can now generate real-time analysis reports such as aging account receivable report to facilitate management to examine cash flow control and to check for overdue balances. These in turn will allow the formulation of right strategies for various situations.

Manage Sales Pipeline Better

With real time data available, Astone can now better manage its sales pipeline. It can perform sales forecast and analyses in a more accurate and valid manner.

Better Inventory Level Control

In terms of distribution, Astone now enjoys an automated workflow where purchase order will be issued automatically to suppliers should stock quantity fall below the safety level, therefore minimizing order time and other miscalculations.

Other benefits include finalization of monthly accounts by second day of next month, transparency of inventory, faster turnover and the reduction in communication costs.

"We are indeed very satisfied with Sage Accpac, especially the inter-relationship between each module and its flexibility. It is much better than we expected," concluded Mr. Wong.

REFLECTION AND FUTURE PLANS

Sage Accpac has now become an integral part of Astone, driving the success of a dynamic and ambitious company. With a clear business direction defined and riding on a rapid expansion, Astone intends to further develop and improve its Sage Accpac system with modules extension. "Always in search for improvement, we are contemplating on how we can improve and adopt more advanced technological tools for business advancement."

ABOUT ASTONE HONG KONG LIMITED

Established in 1999, Astone Hong Kong Limited (a member of Astone Group) is an extraordinary product development institution. It targets to offer valuable and perfect life style products to the consumer market with their market insight, infinite creativity and rich

experience in development. Astone provides customers with one-stop professional services, including conceiving, researching, developing, modeling, production and after service. It serves customers from all over the world.

ABOUT DATA WORLD SOLUTIONS LIMITED

With more than 20 years of experience in the IT industry, Data World Solutions Limited is a one-stop IT solution provider specializing in Accounting, Financial and Distribution Management, Enterprise Resources Planning, Customer Relationship Management, e-Business, Internet Infrastructure, Enterprise Security, LAN and WAN Networking and Integration. With a team of professional technicians and consultants, Data World aims to provide comprehensive and the best of breed information technology solutions to cater the ever-changing business needs of clients. Data World's clients include enterprises from multi-national corporation to small-medium businesses in the Asia Pacific region.

ABOUT SAGE ASIA

Sage Software Asia, is a subsidiary of The Sage Group, plc. Sage is a world-leading supplier of accounting and business management software to small and medium-sized enterprises, designed to help enhance their competitive edge. Supporting 5 million customers worldwide, Sage has delivered easy-to-use, scalable and customizable software for accounting, customer relationship management, human resources, time tracking and the specialized needs of accounting practices, construction, distribution and manufacturing industries. Look to Sage for full functionality, cross-product integration and unmatched freedom of choice. For more information, visit www.sageasiapac.com

