

Success Story



The Company

Healy Awards

Distributor

Menomonee Falls, Wisconsin

www.HealyAwards.com

The Challenge

Healy Awards much loved, but antiquated accounting system needed to be replaced. After a failed implementation of their selected software, Healy sought a better partner and solution to fix a worsening problem.

The Solution

Business Automation Specialists of Minnesota (BASM) did a thorough needs analysis, then recommended and implemented Sage Pro.

The Results

Healy is thrilled with their new software solution and the experts at BASM. User adoption was instant, and the improved reporting, functionality and stability of the system will allow Healy to continue to thrive.

www.bautomation.com

After starting as a mom and pop operation 40 years ago, Healy Awards has grown to national prominence. The company manages 10,000 accounts which encompass mainly schools and small businesses. The company ships thousands of athletic awards and football helmet decals a year from their office in Menomonee Falls, Wisconsin.

While the bulk of the business continues to come from high schools, colleges, and corporate customers throughout the country, the list also has grown to include licensed products for the NFL and MLB. The professional license agreement has allowed Healy to expand its picture plaque line to include the World Series and Super Bowl Team Championship Plaques.

Through the years, Healy has taken pride in adjusting with the times, allowing them to purchase state-of-the-art equipment for producing their unique products. The combination of innovative ideas and great customer service has made it possible for Healy to move confidently into the future. However, their internal software system was leaving them feeling behind the times.

An Antiquated System Needs to be Benched

According to company President, Scott Kestly, "Our SBT software system was over 15 years old. As with all aging software, it started becoming less stable and we had problems with it locking up and issues with clearing those locks. We also weren't able to back up any longer, leaving our data vulnerable in the case of a disaster. We all loved using it but knew we needed to make a change."

After consulting with an accounting firm that had a computer division, Healy decided to implement their recommendation of software. "In retrospect, this was a major mistake," stated Scott. "We should have done more research on the software, options and especially the company who would be implementing it for us." After four months of problems and delays, Healy proclaimed the implementation failed, and went back to square one.

Customer Service Manager, Sheryl Fiedler stated, "This process was disappointing and traumatic – we take the software selection and upgrade seriously." After some research, Healy learned that their old SBT system was now Sage Pro, and after a call to Sage, were referred to Business Automation Specialists of Minnesota (BASM).

A First Round Pick was Brought In To Save The Day

"Even though we were gun shy, we could tell that BASM was different," said Scott, "Ron and Ryan from BASM were instantly likeable and so professional. They came into a difficult situation, but made us feel comfortable in how thorough and detailed they were. They impressed us with their knowledge of the Sage Pro software, but they really wowed us with their knowledge of business, and how it all tied together. We could just tell they were very reputable."

"This whole process with BASM has really wowed us. There were no problems or surprises and their scheduling was unbelievable. We finished on time, on budget, and have found a long term partner in BASM. What more could you ask for?"

Scott Kestly, President - Healy Awards



Experience

Business Automation Specialists leverages 25 years of practical business experience with software technology to help mid-sized manufacturers and distributors capitalize on their unique business strengths. We've built our business by helping our clients build theirs; enabling them to become better, faster and stronger through improved management controls, cash flow and profitability.

Performance

We focus the creative energies of business and personnel on the critical issues necessary for success by identifying time, information and communication loss. We utilize creative problem solving to structure and refine processes for optimum performance.

Knowledge

We provide the synergy of business professionals, industry knowledge, research and business acumen to produce consistent implementation and use of new and existing resources.

Results

We only provide services and products to our clients that will offer a return on their investment. If you are interested in results like those outlined in this Success Study, we invite you to contact us today.

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After completing a three day business needs analysis, and comparing those needs to different software capabilities, BASM President, Ron Ketterling, recommended implementing Sage Pro 2010 SQL to meet the company's needs. Ron stated, "Pro made the most sense as it best fit Healy's business needs, and would ultimately be easier for Healy to learn due to the similarities to their old system." Healy agreed and system upgrades and software implementation began.



The Dream Team Wins the Game

"Working with BASM was a dream," proclaimed Sheryl. "BASM did more for us in one week than the other company did in 4 months. Dan, Technical Lead at BASM, worked with us to effectively streamline our operations from an internal reporting standpoint. We now have better reporting capabilities and the ability to access our information remotely if needed. Anyone can now pull the data they want when they want it. I especially appreciated how Dan and the rest of the BASM team were so focused on improving our customer's experience."

In addition to a system that was now stable, with better reporting, Healy received several unexpected benefits. Sage Pro's integrated credit card solution removed the need for double data entry, and allowed for pre-authorizations on orders. Prior orders could now be copied into new orders saving Healy time and frustration looking up history. Additionally, orders can now be tracked to schools or districts, not just the person ordering - an invaluable marketing tool. And, invoices can now be e-mailed saving time and money.

"The best part was that it was all so seamless," stated Sheryl. "After the implementation, Mark, Solution Specialist from BASM, came in to train us on the proper way to do our day-to-day tasks on the new system. He was wonderful and the transition was so smooth we were up and running the same day."

Recognizing excellence in individuals and teams has always been Healy's goal, and now Healy has recognized that excellence in the BASM team, and the individuals that really made the difference for Healy. Sheryl stated, "The team members at BASM are not just people to us - we formed friendships because of their honesty, sincerity, and integrity."

Scott added, "This whole process with BASM has really wowed us. There were no problems or surprises and their scheduling was unbelievable. We finished on time, on budget, and have found a long term partner in BASM. What more could you ask for?"

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