

MAS 500

CUSTOMER

Decipher, Inc.

www.decipher.com

CORPORATE PROFILE

Headquarters

Norfolk, Virginia

Type of Business

Entertainment

Number of Locations

Two

Number of Employees

70

Size

\$20+ million

SYSTEM PROFILE

Computer System

- Microsoft Windows servers
- Mac clients
- Users on System: 11

MAS 500 Modules in Operation

- Abra Suite
- Accounts Payable
- Accounts Receivable
- Advanced Kitting
- Alerts
- Cash Management
- eCustomer
- General Ledger
- Inventory Management
- Inventory Replenishment
- Light Manufacturing
- Purchase Order
- Return Merchandise Authorization
- Sales Order

Decipher Masters the Art of Great Games with MAS 500

If you're into phasers, golems and Klingons, then resistance is futile. You're probably already a customer of Decipher, Inc., the licensed memorabilia distributor for Lord of the Rings, Paramount Pictures Star Trek, Bey Blade and .hack\VENEMY products, and producer of many related fan clubs.

Decipher's The Lord of the Rings™ Trading Card Game was awarded Best Trading Card Game (TCG) of 2001. A full range of Decipher products, which include action figures, art work, board games, clothing, housewares, ornaments and role playing games, can be beamed up online or purchased through a large network of retailers and distributors.

Locking on the Target

Annual growth of 20 percent plus acquisition of the Star Trek Fan Club put Decipher's system capabilities light years behind. Chris Holmes was hired as director of IT to clean up the confusion created by five in-house software systems, none of which interfaced with the others.



"Consolidation was clearly the only way to go," Holmes explains. "We did extensive research, and chose MAS 500 for our new architecture. It provided not only the capabilities we needed at the time, but also a technology we could build on for future expansion."

Decipher now runs its entire empire on MAS 500. The system integrates practically everything from online ordering, invoicing and kitting to warehouse management and shipping. Decipher's Web site, built using MAS 500 technology, processes about 1,000 orders a day.

CHALLENGE

Redundant data entry into five stand-alone software packages caused lost productivity, slowed customer fulfillment and prevented future growth.

SOLUTION

Single end-to-end system built around MAS 500, with dynamic e-commerce and automated shipping capabilities.

RESULTS

Productivity is up 100 percent; two full-time employees in data entry were moved to customer-oriented positions; efficiencies warranted hiring three new account executives in sales.

“MAS 500 has allowed us to boldly go where we never thought we could. It has increased our productivity by 100 percent, saved us the work of two data entry people, and made us so successful that we’ve had to hire three new sales account executives. And these are just the gains we’ve seen in our first nine months. Imagine what we’ll be able to accomplish when we’re done with all the plans we have for the system!”

*Chris Holmes
Director of IT
Decipher, Inc.*

Warp Drive Order Processing

When a Trekkie completes an online order, the system verifies credit card information in real time and places a sales order and delivers it to the warehouse management system, for picking and packing. All orders are picked the same day they come in.

StarShip, integrated with MAS 500, automates domestic shipping. International shipments via DHL will soon be handled with a custom interface to MAS 500. After shipping and manifesting, order information is uploaded back into the system with tracking numbers for invoicing and posting. A third-party integrated credit card processing module eliminates the need for doing currency conversions on overseas orders.

“The speed of our system is phenomenal now,” comments Holmes. “We’ve eliminated all the duplicate data entry, and freed up people for sales and marketing activities.

Holmes says that customers like being able to track orders in the new system. By going to the fan club Web site, they can access read-only data in MAS 500 and see that an order has closed or is marked as shipped.

Customers receiving damaged merchandise will soon be able to process a return online using technology built on the Return Merchandise Authorization

module. “Returns and exchanges will work exactly like orders, with customers initiating transactions and inputting data directly into the system,” Holmes notes. “This illustrates why we like MAS 500 so much. Its open architecture and SQL database allow us to do whatever we want.”

“The Abra Suite will soon be fully implemented at Decipher, providing integrated human resources and payroll management functions. Besides managing benefits programs and workforce compensation, Abra Suite modules will trigger automated messages about key activities and pending issues, and track employee attendance and time-off plans.”

Decipher’s reseller deserves credit for the system’s smooth implementation, Holmes says. “I can’t praise our consultant highly enough. Their team gave us fantastic support, ensuring that we got up and running as quickly as possible. Their professionalism is one of the main reasons we selected MAS 500 in the first place — and why we continue to recommend the product to others.

“MAS 500 has allowed us to boldly go where we never thought we could,” Holmes continues. “It has increased our productivity by 100 percent, saved us the work of two data entry people, and made us so successful that we’ve had to hire three new sales account executives. And these are just the gains we’ve seen in our first nine months. Imagine what we’ll be able to accomplish when we’re done with all the plans we have for the system!”



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