



ACCTivate! and QuickBooks helped Bags, Inc. develop their business in a niche market

Bags improved inventory control and customer service with ACCTivate!

"We're a small business and we have capabilities from using ACCTivate! that exceed the capabilities of our largest competitors."

Dick Van Buren
Owner & CEO
Bags, Inc.



SUCCESS STORY

Bags, Inc.

AT A GLANCE:

Customer: Bags, Inc.

Location: Boulder, CO

Industry: Supplier of earth-friendly packaging products

Business Challenge:

Lot number tracking, customer relationship management, better margin control

Solution:

ACCTivate! Distribution & Inventory Management System and QuickBooks

Results:

- Efficient business and inventory management
- Improved customer service without greater cost
- Capabilities that exceed that of their largest competitors
- True cost and margin tracking to a fraction of a penny

Customer Profile

Bags, Inc. of Boulder, Colorado, is an integrated supplier of earth-friendly packaging products for retail, industrial, food service and promotional businesses. They operate an active website and retail showroom for domestic and international clients.

Business Challenge

As they matured into a successful inventory-intensive small business with heavy competition, they faced many challenges with inventory, margins and customer service.

First, they needed to have accurate and real-time inventory levels for all of their products. This includes knowing what they have on-hand, on-order and what is backordered at all times. Competition is very strong, so delays in shipping or running out of a product can mean losing business.

In addition to this, they needed an easy way to track lot numbers starting at production. Sometimes, this requires them to track back to raw goods, which for them were the trees that a group of packaging products came from.

They also needed to quickly track and lookup any lot number they have ever shipped for recall and quality control purposes. Part of a process they call the "chain of custody".

To better respond to their customers, Bags also wanted to empower their customer service staff so any Bags representative could instantly access relevant customer information at any time.

Solution Overview

Bags chose to go with ACCTivate! in 2005 as their complete business and inventory management system.



**Solution Overview (cont)**

Their decision came after they investigated several software solutions and determined that the combination of ACCTivate! and QuickBooks best met their overall needs.

ACCTivate! not only helps Bags keep track of orders and inventory, it also gives them the full CRM functionality that they were looking for. Now, all employees have instant access to customer information, so they can speak confidently when the customer is on the phone and then record information directly in the customer record.

Moreover, from a product cost standpoint, using the advanced costing methods in ACCTivate! has given Bags the ability to track margins to a fraction of a penny, a great tool for managing low-margin items. They can even track cost using LIFO, FIFO, average and standard costing methods.

Dick Van Buren, Owner and CEO of Bags, Inc. said, "Our staff has spent hours learning and adapting to ACCTivate! and they are now advocates. We look forward to even greater use of ACCTivate! in the short-term using ecommerce."

Business Benefits

ACCTivate! was able to meet the needs of Bags, Inc. and actually surpassed their expectations. Inventory levels were cleaned up and imported into ACCTivate! to a point where any CSR in the company can see complete inventory levels before entering an order.

Moreover, by using the product reorder points and other stocking level features and related reports, they are able to make certain that they have enough products on hand to fulfill an order, which could be costly in their competitive industry.

Bags reports better customer service as a direct result of customer service representatives having accurate and timely information. No longer do they have to find the person with notes on a customer. It's all organized neatly in ACCTivate!.

The management and staff at Bags, Inc. is another example of how ACCTivate! can help a company take control of their business.

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