

QuickBooks and ERPlite Help Sporting Goods Maker Stay Ahead of the Game



Boa Technology, a business-to-business sporting goods manufacturer headquartered in Steamboat Springs, Colo., is doubling its business each year and expects to be seven to 10 times its current size in five years. With such aggressive growth targets, managing the company's growth would be difficult without QuickBooks to keep on top of the accounting end of the business, and partner application ERPlite to keep track of inventory and shipments, according to Mark Soderberg, president of Boa Technology.

When the company began doing business four years ago, Soderberg quickly realized that its bookkeeping program, Quicken, and shipment tracking method, Excel, were not a winning combination. "We needed an accounting package, and so we chose QuickBooks," says Soderberg, adding that his accountants recommended it to him. "There is a huge resource of people already using QuickBooks." Plus Soderberg liked the simplicity of QuickBooks. "It does everything that I need, but it's not filled with features that I don't need," he adds.

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Mark Soderberg
President of Boa Technology

Two years later when the company was struggling to manage and forecast its inventory between the Steamboat Springs headquarters, a satellite location in Denver, and Asian component manufacturers, Soderberg found ERPlite. "We added it because there were specifics in it that couldn't be done in QuickBooks, like handling multiple inventory locations, bills of material, material planning processes and creating work orders," he says.

Now with QuickBooks and ERPlite, he has a clear idea of where the company stands as a business. "QuickBooks and ERPlite are helping us manage our inventory and keep costs as low as possible," says Soderberg. Plus, managing inventory with its suppliers overseas is easier. "Because we subcontract our manufacturing, we have to reconcile inventory with several Asian partners," he says. "We used to do that with spreadsheets, and it was a nightmare. Now it just falls out of the system."

CASE STUDY

Boa Technology

AT A GLANCE:

- Sporting goods maker Boa Technology needed to manage inventory, shipments and growth.
- Together QuickBooks and ERPlite made Boa more organized with its subcontractors.
- QuickBooks and ERPlite manage inventory and help keep costs down.
- QuickBooks and ERPlite give the company a clear idea of where they stand.

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