

Sage 50 Intelligence Reporting helps veterinary distributor co-op deliver reports proactively

Veterinary Products, Inc. (VPI) is a veterinary distributor co-op headquartered in Kennesaw, Georgia. It was founded in 1994 by a group of ten veterinarians. In 19 years the company has grown to over 600 members located in 15 states. The co-op carries 800 items that are used every day in veterinary hospitals, allowing VPI to provide same-day delivery to the greater Atlanta area and next-day delivery on perishables. The membership is serviced by a sales team of 12 representatives.

“You want me in how many places at once?”

To say that VPI is a busy distributorship is to understate the case. Every order is fulfilled directly from the warehouse as it is received from the co-op’s 600+ customer members. Stock is constantly being delivered, and perishables need to be ordered and delivered in the space of 24 hours. In this environment it takes a lot of concentration to handle admin, especially reporting.

Gathering information, compiling detailed and defined reports, issuing them to management in among constant distractions . . . clearly this requires a reporting system that lets you click the relevant options and then quietly and efficiently gets on with the job in the background. It also requires the ability to gather all the information needed in any one instance into a single report so that even if the team isn’t able to get back to it for several hours, they don’t lose track of what they were doing while their concentration was elsewhere.

Sage 50 Intelligence Reporting operates quietly in the background, setting admin personnel free

With Intelligence Reporting, VPI’s admin assistant has options about how she creates reports: she either creates a new single detailed and defined report, or simply changes a filter on a previously saved report.



Customer

Veterinary Products, Inc.

Industry

Distribution

Location

Kennesaw, Georgia

Number of Locations

1

System

Sage 50 Accounting-U.S. Edition

Challenge

VPI struggled with not being able to get all the details it wanted into a single report, and with not being able to leave the system to get on with the job while the team attended to other pressing issues. They also needed a system that was quick and easy to learn and use.

Solution

Sage 50 Intelligence Reporting fully supports multitasking, busy staff by running detailed and defined comprehensive reports in the background without needing constant attention and tracking which report was printed and which was sent to a spreadsheet.

Results

Vastly improved proactivity and teamwork, freedom to attend to a busy office while knowing that reporting is being taken care of, time savings, and more detailed and defined reports.

She can simply click the run button and then give her full attention to other pressing issues. When she returns to her computer, sometimes hours later, there's the report open on the linked spreadsheet. Not only is she able to produce more detailed and defined reports, she has saved valuable time and in the process massively reduced the confusion and stress usually engendered by trying to multitask in an extremely busy office.

Easy to learn

Some reporting software packages are so complex, they require attendance at several expensive classes and then require daily use to remember how to build their reports. Not so with Intelligence Reporting. It is easy to learn through free online webcasts that can be reviewed at any time, and even without using the program for weeks, staff find that the intuitive nature of the program makes it easy to remember how to build a report and maneuver around. What's more, support is easily accessed when necessary.

The surprise benefit: improved team spirit

So inspired was VPI that the team went so far as to purchase two additional licenses, one for the sales team manager, and another for the warehouse manager. They credit Intelligence Reporting with improving team spirit by allowing staff to build reports together, and take great delight in presenting reports to the president before he even knows what report to ask for. This level of proactivity is hugely valuable to the staff.

“My experience with Intelligence Reporting thus far has been positive. I enjoy the ease of use in creating and changing filters to run similar reports without having to create an entirely new report. I enjoy the ease with which I can provide the necessary detail. Most importantly, I save valuable time.”

—Dawn Marie Smith, sales team manager

About The Sage Group plc

Sage Group plc is a leading global provider of business management software to small and medium sized companies, creating greater freedom for them to succeed. Sage understands how and why each business is unique. We provide products and services that suit varying needs, are a pleasure to use, and are secure and efficient. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and entered the FTSE 100 in 1999. Sage has over 6 million customers and more than 13,380 employees in 24 countries covering the UK & Ireland, mainland Europe, North America, South Africa, Australia, Asia, and Brazil. For further information please visit: www.sage.com

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