CUSTOMER
Cable X-Perts, Inc.

INDUSTRY
Coaxial cable assemblies

LOCATION
Wheeling, Illinois

Number of Locations
One

Number of Employees
20

SYSTEM
Sage BusinessWorks

Modules in Operation
- Accounts Payable
- Accounts Receivable
- General Ledger
- Inventory Control and Purchasing
- Order Entry
- System Manager
- Cash Management

Cable X-Perts
"Connecting You to the World"

Remember the temporary field radio Mel Gibson set up in We Were Soldiers? That antenna came from Cable X-Perts. So have many different RF cables for the Space Shuttle, thousands of military projects, Sandia National Laboratories, and myriad other radio communication systems around the world.

Founded in a garage in 1989, Cable X-Perts has grown to be the largest supplier of coaxial cables to the amateur radio market. When radio operators want coaxial cable assemblies and connectors, or emergency services require fast, inexpensive antennas that can handle a broad range of frequencies, they know Cable X-Perts will be able to fill their needs. Sales are through a nationwide dealer network, and since 1996 on a direct basis through their interactive Web site.

Connecting with eCommerce

Cable X-Perts has been using Sage BusinessWorks Accounting since its inception. As the company grew more sophisticated, it needed more robust inventory control and order entry features.

Most essential, however, was a seamless system that would facilitate e-commerce, so Cable X-Perts could better serve its customers and improve overall efficiencies.

Tuned In to Efficiency

Upgrading to Sage BusinessWorks gave Cable X-Perts most everything they were looking for. The new system performs order entry, prints pick tickets, tracks customer orders, posts payables, calculates outgoing expenses, manages inventory, streamlines shipping, and permits online do-it-yourself ordering for customers and dealers alike.

"I now have the strategic information I need to run the company properly," says Marc Abramson, president and founder of Cable

CHALLENGE

Upgrade to an automated, end-to-end business system that features seamless integration, more robust inventory control and order entry capabilities, and can facilitate e-commerce.

SOLUTION

Sage BusinessWorks financial, Inventory Control, and Order Entry modules.

RESULTS

Streamlined automation; seamless integration; cut approx. 12 hours of order entry per day; nearly tripled order throughput; better inventory control; Advanced reporting and analysis; more strategic management.

sage
software
Your business in mind.

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and midsized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.

X-Perts. "And by eliminating repeated data entry functions, Sage BusinessWorks is saving us a fortune in time."

Before the upgrade, rekeying data caused a huge bottleneck, limiting orders out the door to only 20 per day. Sage BusinessWorks has boosted that number to as many as 50—with a corresponding increase in profitability.

Data from Cable X-Perts' online ordering process feeds directly into Sage BusinessWorks. Customers enter their cabling requirements, credit card number and delivery information using a simple three-step process and receive an automatic price quote. The order is imported immediately to the system for processing. This has trimmed between 8 and 12 man-hours every day from order-entry tasks, plus several hours formerly spent transferring information to a UPS® application for shipping.

Often online customers are new to radio, and they like to call Cable X-Perts for advice while creating an order on the Web. "Our employees guide callers through the site in real-time based on frequency and antenna information that pops up in Sage BusinessWorks," says Abramson. "That way we can recommend the best cables and components to make their station operate effectively. Then the customer continues to place their order online. It's the best of both worlds—one-on-one customer service, plus the efficiencies of e-commerce, thanks to the interface between our site and Sage BusinessWorks."

Abramson says he likes the flexibility built into Sage BusinessWorks. "We do a lot of custom work from stock inventory, and things sometimes change once we get going," he explains. "With Sage BusinessWorks we can add parts on the fly, and data is automatically captured for accurate billing."

He also likes the advanced reporting features Sage BusinessWorks places at his fingertips. Inventory reports now show which products, dealers, and lines are most profitable, and detail the cost of building each product in parts and labor. Other reports analyze margins and gross profits. Abramson runs purchase order recommendations at the end of every day to evaluate which products need restocking. Reports also help him determine whether products overlap, how quickly they move, and how he can reduce expenses by accurately forecasting inventory requirements.

"Sage BusinessWorks is a terrific product that is giving us numerous financial and operational benefits," says Abramson. "It's also helping us deliver on our promise to customers—letting us connect better with them so they can connect to the world."

sage software