ISM Helps SkyGolf® Score A Hole-In-One With Sage 500 ERP And Sage SalesLogix

Client
SkyGolf®

Industry
Consumer Electronics

Location
Ridgeland, Mississippi

Number of Locations
2

System
Sage 500 ERP
Sage SalesLogix

GPS has many applications in today's world—from precision-guided missiles to vehicle navigation—so it comes as no surprise that GPS also can guide you through your next golf game. SkyHawke Technologies, LLC, operating as SkyGolf®, makes the world's leading golf rangefinder—SkyCaddie®. While competitors rely on outdated satellite and aerial images for their GPS maps, SkyGolf's mappers walk every course using survey-grade equipment for the most complete and reliable course information available. Over the last 10 years, SkyGolf has had to continuously hone and perfect its products, processes, and services to manage its exponential growth worldwide. This growth required enterprise-level tools, which is why SkyGolf selected ISM, Sage 500 ERP, and Sage SalesLogix to keep its operations in full swing.

Grow With Sage Solutions

"We ran successfully on Sage 100 ERP for years," recalls Becky Hunt, director of business operations for SkyGolf. "When our operation began demanding an even more powerful ERP application, ISM recommended Sage 500 ERP." The company also considered an application from SAP but felt the cost of ownership would be too high. Another strong draw for SkyGolf was the deep integration between Sage SalesLogix, a powerful customer relationship management solution, and Sage 500 ERP. After-market service and support is a large part of the SkyGolf's business, and Sage SalesLogix is an excellent application for handling the large volume of customer-specific data surrounding the company's support operations.

The flexibility and open database structure of both Sage 500 ERP and Sage SalesLogix make it possible to design and implement a tailored and comprehensive business management solution. Both products offer advanced customization options, and with ISM's assistance, SkyGolf has taken advantage of the customization options to build an ideal business management solution.

CHALLENGE
As a busy distributor, SkyGolf needed a sophisticated solution to optimize its distribution and customer service operations.

Solution
At the recommendation of trusted business partner, ISM, SkyGolf selected Sage 500 ERP and Sage SalesLogix as its integrated business management solution.

Results
The integrated solution improves service by making current data available to all. Streamlined order processing saves time and money.

Efficient Order Handling

SkyGolf prides itself on its efficient order handling; its high volume of orders tests its capability daily. Using the software's inherent barcode functionality, warehouse employees scan picking sheets, items, and serial numbers as they pick, pack, and ship. A sophisticated UPS® integration application, developed by ISM, has proven to be a step-saver; it captures the package's tracking number and writes it into the Sage 500 ERP database and automatically generates an email informing the customer of the details of their shipment.

"We have improved the efficiency of our warehouse shipping operation dramatically," says Hunt. "We are processing orders more quickly and accurately now; at the same time we are delivering better service to our customers."

World-Class Customer Services

Each SkyCaddie unit is serialized, and that serial number becomes the key data element that enables the company to track the unit from receipt through distribution all the way to retail purchase, service, and repair. In the Sage 500 ERP application, serial numbers are recorded as the units are received and then captured and associated with the wholesale customer at the time of purchase.

As retail customers purchase a new unit and register it online, that data flows into Sage SalesLogix. SkyGolf has a complete picture of the lifecycle of each unit and can see precisely when a device was made, what pro shop it was sold to, which customer ultimately purchased it, what course data they have downloaded, if the unit was ever serviced, and what that service consisted of.

With ground-verified map data for approximately 30,000 courses available

for the SkyCaddie, customers download course maps to their devices through one of several membership plans. As they access SkyGolf's website and download the course data, the data about that customer's device is captured and sent to Sage SalesLogix to ensure the database stays current.

All customer service representatives staffing SkyGolf's multiple call centers all use Sage SalesLogix. It provides them with the complete history of each unit and with updated support bulletins and troubleshooting techniques. "Our representatives can even view images of the unit the customer is calling about, so they can walk them through various procedures more easily," notes Hunt.

The Best Course

ISM has helped SkyGolf assemble a winning business management solution using Sage 500 ERP as its platform. In addition establishing the Sage ERP 500 and Saleslogix systems in the US, ISM also implemented Sage 500 ERP in the UK to support SkyGolf's European operations.

"We now have two integrated databases containing all of our business data and that meets the needs of our entire organization and our customers," says Hunt. "ISM has been a phenomenal business partner in this project."

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