

“I Love Rewards” Embraces Growth with Sage BusinessVision

Many companies have discovered the benefits of loyalty and incentive programs to increase sales, improve customer retention, and motivate employees. Programs allow participants to earn points and then select name-brand merchandise as a reward. Managing these programs, however, can be a headache. That’s where I Love Rewards comes in.

Using proprietary software, I Love Rewards offers turnkey rewards programs. You can customize a program to recognize high-performing dealers, for example, or consumers for levels of purchases. Participants choose rewards from an online catalogue, accessible 24/7, with constantly changing products—and no technology investment up front.

Sage BusinessVision from Day One

“Our predecessor company started out as a one-man operation printing custom T-shirts in a university dorm room, and QuickBooks was fine for those early days. The firm migrated to Sage BusinessVision as it grew into a serious business presence,” explains Jamie Danziger, senior vice president of operations.

“When it was time to launch I Love Rewards in 2002, we anticipated rapid growth. We also knew from experience that Sage BusinessVision is much more than just an accounting program and were confident it could perform the extensive reporting required in our new endeavor. So we set up I Love Rewards with Sage BusinessVision from the very beginning.”

Comprehensive Business Management

I Love Rewards uses Sage BusinessVision Accounting as a fully integrated enterprise resource planning system. It manages all day-to-day financial operations with the software, including its receivables, payables, general ledger, and order entry. In addition, Sage BusinessVision manages the company’s extensive inventory and handles conversions between Canadian and U.S. dollars.

“Sage BusinessVision goes to work at the front end of our operations for order entry,” says Danziger. “Orders arrive through proprietary software, which we are in the process of linking to BusinessVision. Then they are actioned through BusinessVision, where we conduct purchasing and inventory management. We’ve run tens of thousands of orders through the software.”

Customer

I Love Rewards, Inc.

Industry

Service

Location

Toronto & New York

Number of Locations

2

Number of Employees

35

System

Sage BusinessVision

Modules in Operation

- **Accounts Receivable**
- **Accounts Payable**
- **General Ledger**
- **Order Entry**
- **Inventory**
- **Multiple Currency Manager**

Challenge

Growing company needed scalable, robust accounting system to manage inventory and explosive growth.

Solution

Sage BusinessVision with full complement of financial and inventory management modules.

Results

Software handles tens of thousands of open orders in two currencies, supporting a 235 percent growth rate.

Easy Order Processing

On the back end, Sage BusinessVision performs financial tracking. “We use it to collect receivables and pay our payables. Sales representatives and account managers use the software to enter quotes, which are then flipped into orders without additional data entry. Our order processing and purchasing team processes the order and makes sure that we have sufficient goods on hand,” Danziger says.

Until last month, I Love Rewards maintained its own warehouse, which was managed with Sage BusinessVision. Now that the inventory is outsourced, the software helps I Love Rewards ensure that inventory records match those maintained by the fulfillment partner, so orders go out without delays.

International Finance

The bulk of I Love Rewards’ business is currently in Canada. To tap into the vast U.S. market, the firm has opened another office in New York City, operated as a separate corporation. “The great thing about BusinessVision is that we can maintain two different companies in one system. We can also consolidate the finances when we wish. We appreciate this versatility,” says Danziger.

Purchases for I Love Rewards are made all over the world, primarily in U.S. dollars. But the company’s books are kept in Canadian dollars. So the Multiple Currency Manager in Sage BusinessVision gets heavy use.

“The module automates all of our currency conversions, saving us a great deal of time,” notes Danziger. “And if we need to incorporate other currencies in the future, such as UK pounds or euros, we can.”

Hearty Reporting Capabilities

What financial reports does I Love Rewards produce with Sage BusinessVision? “Everything,” explains Danziger. “We do expense, budget forecast, weekly, monthly, quarterly, and

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annuals reports with our system. We also create reports on the number of orders in the system, order status, receivables, payables, sales analysis, and commission reporting and payments out of BusinessVision.”

For specialized reporting, Danziger appreciates having a strong consulting partner. “Our Sage Software Business Partner has the in-depth expertise to customize our software when we need it. We turn to them for assistance with anything out of the ordinary,” he says.

Essential for Rapid Growth

It would be impossible to quantify the benefits I Love Rewards receives from Sage BusinessVision, since the company has always run on the software. Nevertheless, Danziger believes the system has been inherent in the firm’s success.

“We have grown 235 percent over the past three years, an amazing feat,” he says. “We could not have done this without a robust system like Sage BusinessVision. The software helped us get where we are today, and it will continue to grow with us as we go forward. Frankly, we’re planning on being the world’s largest incentive corporation. And we expect to do so with operational support from Sage BusinessVision.”

About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers’ needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries. Sage North America employs more than 5,000 people and supports nearly 2.9 million small and medium-size business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 14,500 people and supports 5.8 million customers worldwide. For more information, please visit the Web site at www.sagenorthamerica.com or call 866-308-2378.