



CUSTOMER SUCCESS STORY

**CUSTOMER**

Heys International, Ltd.

**INDUSTRY**

Luggage distributor

**LOCATION**

Mississauga, Ontario

**Number of Locations**

Two

**Number of Employees**

50

**SYSTEM**

Sage BusinessVision

**Modules in Operation**

- Accounting/Business Management
- CustomPack
- Multiple Currency Manager
- e-BusinessVision

## Heys Bags Big Efficiencies With Sage BusinessVision

Movie stars at the Toronto International Film Festival “oohed” and “aahed” over their xcase carry-ons from Heys International. Billed as “the world’s lightest carry-on suitcase,” Heys’ cases are the result of years of research by brothers Emran and Haroon Sheikh. Xcases fly off the shelves in both Canada and the United States, thanks to their strong but feather-weight ABS plastic shells.

“You’ll notice carefully engineered innovations in almost every element of our suitcases,” says Emran Sheikh, president.

**Limited by QuickBooks and Alteris**

Sheikh was equally careful when upgrading Heys’ financial software. “We used QuickBooks and a DOS version of Alteris Business Management System during our first several years, but became frustrated by a lack of integration. Alteris could do our invoices, but not much else. We had to write checks manually, and track everything separately in a ledger. Also, the software prevented us from moving into online sales.”

After a six-month search, Sheikh found what he wanted in Sage BusinessVision.



“The decision was easy, once I saw what Sage BusinessVision could do for us,” he says. “I was immediately impressed with its end-to-end integration, ease of use and full-featured e-commerce capabilities.”

**Exciting E-Commerce Solution**

Heys now offers online sales with the e-BusinessVision module. “Our customers log onto our website and place orders for their stores,” explains Sheikh. “Each client has a special password, so they view only their own account. They can see our entire inventory online, check on past orders, see how much they owe, and learn about current promotions.”

**CHALLENGE**

QuickBooks and DOS-based Alteris Business Management System did not offer integration or accounting sophistication required for rapidly growing company.

**SOLUTION**

Sage BusinessVision, with full suite of accounting, customization and e-commerce modules for end-to-end financial management.

**RESULTS**

New system has trimmed six work hours a week by automating currency conversion and check printing, and enabled transition to e-commerce, boosting orders by 20 percent.



Your business in mind.

*"Online customers typically place larger orders, boosting their sales by about 20 percent... At the same time, e-commerce cuts our order entry costs by 20 percent. So e-BusinessVision is an all-around winner."*

—Emran Sheikh  
Principal  
Heys International

## ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized 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.



Online users currently comprise about 25 percent of Heys' customer base, but the number is growing quickly. "Our clients appreciate the convenience of e-commerce, since it saves them the time of phoning or coming to our office to place orders."

### Online Presence Improves Positioning

The e-BusinessVision module has helped Heys distinguish itself. "None of our competitors offer the convenience of Web-based ordering, so we now have an important competitive edge," says Sheikh. "And once people go online and discover how effortless it is, they're hooked."

Sheikh encourages e-business with mailers and discounts. "Online customers typically place larger orders, boosting their sales by about 20 percent," he says. "At the same time, e-commerce cuts our order entry costs by 20 percent, since customers are doing this task themselves. So e-BusinessVision is an all-around winner."

### Easy to Customize

Sheikh also likes the level of detail provided by Sage BusinessVision. "With Sage BusinessVision, we can add areas for comments on customers' buying preferences, birthdays, or other personal information. This is invaluable when a new salesperson picks up an existing account, as they don't have to start from scratch."

With the CustomPack module, each module in Sage BusinessVision has its own workbook. "This is where Sage BusinessVision really excels," notes Sheikh. "We can have a page for business information and another for our most popular items. In the inventory section, we record salespeople's notes, such as items that should be altered or other ideas for new products. I haven't seen such flexibility in other packages."

### Converting Currency

Heys is a heavy user of the Multiple Currency Manager module. "We sell in Canadian dollars, and buy in US dollars," says Sheikh. All invoices from our Far Eastern vendors must be converted. With Sage BusinessVision, the process is automated, saving us about four hours a week over previous manual calculations."

Sage BusinessVision also prints checks for Heys. Sheikh reports that this saves another two hours every week, and checks can be easily voided simply by clicking the mouse.

### Awesome Integration

Having all business data in a single repository has been another key improvement. "It's extremely helpful to have all our information under a single roof," explains Sheikh. "You can view transaction details, backtrack for sales history, confirm past prices, and access data throughout the system, all from a single module. At the same time, I can control access, so employees are only able to view information they need for their job. Sales staff see invoices but not financials, and secretaries see customer information but not profit margins. It's very helpful."

Sage BusinessVision has automated inventory management. "We can see what items are in stock, on hold, on order or available for sale," says Sheikh. We can flag items that go below a preset number and prevent being out of stock. If you're selling 1,000 bags a day and have only 700 bags left, this is essential information."

"We're loyal Sage BusinessVision users, and frequently promote the software to others," says Sheikh. "It's awesome to have one seamless system, which is easy to use, and can be tailored to specific industry needs."