



CUSTOMER SUCCESS STORY

CUSTOMER

Captivate Network, Inc.

INDUSTRY

Elevator Media Network

LOCATION

Westford, Massachusetts

Number of Locations

Major cities throughout North America

Number of Employees

100+

SYSTEM

Sage MAS 500

Modules in Operation

- Accounts Payable
- Accounts Receivable
- Advanced Manufacturing
- Advanced Planning and Scheduling
- Cash Management
- Customizer
- Engineering Change Management
- FAS Asset Accounting
- General Ledger
- Inventory Management
- Material Requirements Planning
- Multicurrency Management
- Purchase Order
- Sales Order
- Scheduling
- Shop Floor Control

Sage MAS 500 Helps Captivate Network “Think Inside the Box”

It was during a long elevator ride that Michael DiFranza had a brainstorm. What if elevator passengers could read news, weather, and stock quotes on a television screen, rather than staring at other people’s shoes? Better yet, what if advertisers could reach this captive professional audience? His answer was to found Captivate Network.

Captivate Network, Inc., the largest elevator media network in the world provides quality programming and advertising to a network of Class A office towers across North America. More than 1 million Americans and Canadians currently view Captivate Network’s flat panel television elevator screens every day. Its advertising roster includes industry leaders like General Motors, Continental Airlines, Sprint, Oracle, AT&T, Proctor & Gamble, and Microsoft.

System Stuck on Ground Floor

Captivate Network’s business was rising faster than an express elevator, but its basic accounting package was stuck on the ground floor. It was time for a new system. Flexibility is a priority since Captivate



manufactures its own specialized screens and its warehouse handles both built and bought equipment.

Top Floor Efficiency

Sage MAS 500 ERP offered everything Captivate wanted and more. It automates all business functions, manages inventory, controls receivables and payables, and prepares a wide variety of reports.

Captivate uses the Multicurrency Management module to automatically convert Canadian to U.S. dollars. The Sales Order module tracks items shipped and assigns cost of goods sold to individual buildings as if they were customers. The

CHALLENGE

Upgrade to a more robust financial solution with the flexibility to accommodate rapid growth and manage complex manufacturing, inventory, and warehousing requirements.

SOLUTION

Sage MAS 500 financial, distribution, manufacturing, and multicurrency modules.

RESULTS

Streamlined efficiency from A to Z; flawless chart of accounts conversion; seamless data integration; greater inventory control; flexible reporting and analysis; cut closing cycle by five days.



Your business in mind.

