



CUSTOMER SUCCESS STORY

CUSTOMER

Central Distributors of Beer

INDUSTRY

Anheuser-Busch exclusive distributor

LOCATION

Western Wayne County, Michigan

Number of Locations

One

Number of Employees

175

SYSTEM

Sage MAS 500

Modules in Operation

- eExecutive
- General Ledger
- Accounts Payable
- FAS Asset Accounting

Central Distributors of Beer: Proud to Be Buds With Sage MAS 500

When you “make it a Bud” in Michigan, it’s likely your brew came from Central Distributors of Beer. Central is the largest Anheuser-Busch wholesaler in the state and one of the largest in the country, delivering to more than 1,700 retail outlets in 38 communities.

Family-owned since 1933, Central Distributors prides itself on being one of the most modern and progressive beverage wholesalers in America. It takes advantage of Anheuser-Busch Wholesalers’ computer-based inventory systems and refrigerated warehouses to offer “the freshest, highest-quality beer available anywhere.”

Inadequate and Unreliable

“What are you doing?” Budweiser’s advertising slogan took on special meaning for members of Central’s finance group, who kept asking themselves what they were doing with an inadequate accounting package. The system failed frequently and was cumbersome to use. Technical support was hard to get, too.



“We basically prayed each month that the system wouldn’t crash before we finished month-end reports,” says Kurt Gail, Central’s CFO. “Then we’d start praying all over again the next month. It was no way to run a business.”

Refreshing Efficiency

Gail went shopping for a new system to handle Central’s financial needs. He visited other beer wholesalers to see what they were using, then selected Sage MAS 500 ERP for its robust, full-featured functionality and ease of use. Sage MAS 500 now automates all accounting tasks at Central, including accounts payable processing, budgeting, and a wide range of reports.

CHALLENGE

Replace inadequate, unreliable system with a robust, fully automated, solid business solution that will help streamline operations and maximize profitability.

SOLUTION

Sage MAS 500 financial and FAS Asset Accounting modules.

RESULTS

Streamlined automation of all accounting tasks; 20% cut in administration time; positive ROI in about a year; accurate expense tracking and depreciation; greater check writing flexibility; easy budget analyses.

