



CUSTOMER SUCCESS STORY

**CUSTOMER**

East Bank Club Venture

**INDUSTRY**

Sports, fitness & hospitality

**LOCATION**

Chicago, Illinois

**Number of Locations**

One

**Number of Employees**

650

**SYSTEM**

Sage MAS 500

**Modules in Operation**

- Accounts Payable
- Accounts Receivable
- Alerts
- Cash Management
- Customizer
- DataPorter
- eExecutive
- General Ledger
- Purchase Order

## Exclusive East Bank Club Shapes Up With Sage MAS 500

The East Bank Club is one of Chicago’s toniest establishments. Created as an “inner-city country club,” it features complete facilities for sports, fitness, dining, and socializing in a congenial and gracious setting.

Located close to the prestigious Chicago Loop, the club boasts state-of-the-art strength and weight training equipment, an indoor running track, pro shop, salon, spa, valet cleaners, 14 racquet courts, an indoor golf driving range, four swimming pools, two gyms, more than 40 certified fitness trainers, a wellness center, and the largest health club spinning studio in the nation. In addition to a relaxed restaurant, café, two grills, deli, and juice and coffee bar, the club has catering facilities to accommodate groups of up to 500 for weddings, business, and other social gatherings.

**Systems for Financial Fitness**

Dale McCarrell, CPA, joined the East Bank Club as its CFO in mid-2002 and found an antiquated and unstable UNIX system on a standalone server. Numerous software programs managed the club’s 40 different



departments, but did not “speak” to one another. Creating enterprise-wide reports was next to impossible.

He launched a sweeping transformation, beginning with the club’s main financial system. “It was like taking the roof off the house, and discovering that everything inside needed changing before the rains came,” McCarrell explains. “I selected Sage MAS 500 ERP as our framework, a no-brainer given its functionality, terrific value, and intuitive architecture. At the same time, we replaced our reservations, point-of-sale, payroll, timeclock, food-and-beverage, and parking garage systems, all within five months.”

**CHALLENGE**

Inadequate reporting hobbled efforts to enhance management efficiencies and integrate 40 diverse departments.

**SOLUTION**

New computer systems throughout the entire enterprise, built on a Sage MAS 500 backbone.

**RESULTS**

Discovered \$70,000 in missing revenue in just one month, cut Accounts Payable costs, automated data feeds from vertical systems, and eliminated days of work every week in report preparation.

*"We found \$70,000 in missing revenue in one month alone because of the way we can upload and analyze budgets in Sage MAS 500. Each department can drill down through their expenses and check for accuracy. Changes that once took hours can be done in a few minutes."*

—Dale McCarrell  
CFO  
East Bank Club

## 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.



Sage MAS 500 is now used for payables, receivables, purchasing, general ledger, cash management, and reporting functions. Numerous vertical management systems feed seamlessly into Sage MAS 500 for easy end-to-end reporting. "The integration is very sound," McCarrell notes. "Our reseller was an excellent business partner throughout the implementation, helping me with project management and other software vendors."

### Reports With Muscle

Sage MAS 500 reports have been the biggest boon to McCarrell. "We found \$70,000 in missing revenue in one month alone because of the way we can upload and analyze budgets in Sage MAS 500," he says. "Each department can drill down through their expenses and check for accuracy. Changes that once took hours can be done in a few minutes. We can even run reports simultaneously for different periods, a great convenience."

He also appreciates the way Sage MAS 500 integrates with industry-standard software. "We did our annual budgets in Excel this year, consolidated them, and then uploaded the data straight into Sage MAS 500 in about an hour. Previously this was a two-and-a-half day project."

The system processes more than 200 checks a week. "Sage MAS 500 lets us predetermine which checks to run and which to hold for a later date, something we were unable to do before," McCarrell says. "We've set up repetitive vendor invoices to avoid late fees. And we're saving 20 percent on check stock by using our laser printer."

Soon the club will roll out an eExecutive application that automatically generates weekly profitability reports broken out by profit centers, and sends them by e-mail to

McCarrell's fellow executives. He estimates this will save a day and a half every week.

An Alerts application will enhance ordering accuracy. "If someone codes an expense to the wrong account, exceeds their budget limit, or makes a manual journal entry, the system generates an alert, making it much simpler to analyze statements and reconcile accounts in Accounts Receivable," McCarrell explains.

"Sage MAS 500 is our driver for improving profitability and efficiency throughout the club," McCarrell says. "We're already seeing enormous benefits."