



FLAGS UNLIMITED

FLYING HIGH WITH SAGE



SAGE HAS GIVEN US A STABLE AND WELL SUPPORTED PLATFORM TO CONTINUE DEVELOPING AND EVOLVING OUR BUSINESS BOTH INTERNALLY AND EXTERNALLY.

– James McKinnon

Since 1966 Flags Unlimited Corporation has been producing flags and serving customers all over Canada and the United States. What started as a family business quickly resurrected into becoming North America's leading manufacturer of National flags, custom flags, custom banners and flagpoles. Flags Unlimited have been using Sage to improve their marketing campaigns, increase efficiencies and drive growth.

Time For a Change

Continued growth and feedback from across the company, made it clear that Flags Unlimited needed a new CRM solution. The previous system in place was dated, slow and the integration with other systems was a painful process. "We were running an old Accpac system so we needed to upgrade. We decided to

condense all our systems, so we spoke to BAASS (the Partner) about upgrading and they called out Sage as a potential fit" explains James McKinnon, IT & Operations Specialist.

"We needed something that was web-based using a technology that we could grow into" and also a solution that would easily integrate with current systems. A focus internally was creating a solution that allowed the sales team to manage the customer from beginning to end, all via a web based interface. Some other drivers in the decision for investing in a new solution included the elimination of duplicate data entry and the ability to function more intelligently, efficiently, while improving quality of data and speed.

Results to Date

The sales team are now able to see at-a-glance how they are performing and what improvements can be made. "The ability to build custom reports and integrate seamlessly was awesome. By way of example, I can create a report, using the dashboard feature which brings accounts data and invoice information together. I setup a link that connects to our telephone system, which logs all calls made and injects the information as a communications into the CRM. For sales representatives, it means they can easily manage all calls to customers" explains James.

All communication to and from customers comes from information held in Sage CRM and Sage 300. James and the team at Flags Unlimited feel confident that they are working

off and making decisions based on up-to-date and accurate information. Previously, they struggled to manage data quality but “are in a much better position now thanks to Sage.” “Sage has given us a stable and well supported platform to continue developing and evolving our business both internally and externally. It has reduced points of data entry significantly.”

Other benefits that Flags Unlimited have experienced using Sage are:

- Improvements in time efficiencies and quality of data
- Reduction in points of data entry
- Improved communication across departments
- Opportunities to further streamline policies and procedures
- Fully integrated custom design Marketing Email Campaign solution

The long term goal for Flags Unlimited and Sage is to use the solution as the main development platform and portal into the Intranet which is now well under-way.



WE NEEDED
SOMETHING THAT
WAS WEB-BASED
USING A
TECHNOLOGY
THAT WE COULD
GROW INTO”



Flags
Unlimited