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*– Scott Benezra, Vice President,  
Global Technology Systems*



## Global Technology Systems Powers Up with The Fitzgerald Group and Sage MAS 200

### Industry

Manufacturing and distribution

### Application Selected

Sage MAS 200 ERP

### Key Issues that Led to a Need for a New System

- Growth in excess of 50% per year
- Multiple locations
- Increased transaction volume
- Inventory management

### Results Achieved

- Reduced inbound freight costs 40%
- Reduced outbound freight 10-15%
- Increased customer satisfaction
- Having a partner who understands our business
- Longevity of employees
- Expert support

Regarded as the best quality in the world, Honeywell Batteries, manufactured by Global Technology Systems, Inc., offer mobile power solutions for hand held data collection devices and printers, two-way radios, wireless phones and uninterruptible power supply (UPS) systems. With headquarters in Natick, MA and offices spanning much of the globe, Global Technology Systems has been growing in excess of 50% each year.

### Smooth Transition

“We ran QuickBooks much longer than we should have,” reflects Scott Benezra, Vice President. “We created some elaborate workarounds to accommodate our fast growth, multiple locations and volume of transactions.” Scott began his search to find a system to replace QuickBooks. Through a CPA recommendation, he found Sage MAS 200 and The Fitzgerald Group.

After meeting with The Fitzgerald Group, Scott knew he found the right partner to implement his new Sage MAS 200 system. “They were able to show me what the implementation would look

like with their detailed project plan,” said Scott. “We had a tremendous amount of historical customer and inventory data to migrate. We wanted to move everything into the new system so we never had to go back to QuickBooks. The Fitzgerald Group did a great job of listening to our requirements and fulfilling all of our needs.” As a manufacturer and distributor of electronics, Global Technology Systems relies heavily on inventory management, streamlined shipping and access to data.

The implementation started with a detailed project plan and timeline. “The Fitzgerald Group worked with us to minimize downtime during the implementation,” said Scott. Once the software was in and data transferred, The Fitzgerald Group provided in-depth customized training. Additionally, training for specific groups at Global Technology Systems was conducted and focused on tasks that would specifically improve their productivity.

### Improved Inventory and Shipping Management Yields Bottom Line Results

Utilizing custom alerts set up by The Fitzgerald

**“We are powering mission-critical applications for our customers. Since 90% of our orders are shipped the same day, our relationship with The Fitzgerald Group and Sage MAS 200 allows us to meet the demands of our customers.”**

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Group, Global Technology Systems now has a better handle on their inventory. Business Alerts integrates with Sage MAS 200's inventory module and Global Technology Systems is instantly alerted when various conditions in their inventory are met. “By having the tools to better manage our inventory, we have been able to reduce the cost of inbound freight by being proactive,” explained Scott. “We build our products overseas and inbound shipping is a large expense. We have been able to move from a 2-3 day freight method to ship-bound freight method. This has reduced our inbound freight cost by 40%, which goes right to our bottom line.”

The Fitzgerald Group's StarShip recommendation has paid off well for Global Technology Systems. StarShip, a shipping system that integrates with Sage MAS 200, has helped reduce the cost of outbound freight expenditures by 10-15%. “StarShip has given us the ability to negotiate with various carriers,” said Scott. “We also are no longer tied to one carrier because StarShip works with many carriers. We are not dependant on custom software, which has given us tremendous versatility.”

Once an order is shipped, the freight tracking number is written back to the customer's order. Using Business Alerts, Global Technology Systems is able to send an email notification to its customer with the shipping information including what shipped, if anything was on back order and the tracking number. “By proactively getting this information into our customer's hands, we have dramatically reduced the number of inbound customer calls,” said Scott. “Our customers have all the information they need at their fingertips.”

Global Technology Systems also uses Business Alerts to communicate inventory status and purchase order approval among the executive team.

#### **Custom Reports Yields Better Decisions**

“One of the great things for us has been the ability to use Crystal Reports to bore into the data in our system and to get it out in a format that is useful for us to run our business. The Fitzgerald Group trained us on how to write our own custom reports and writes some of the more sophisticated reports we rely on,” said Scott.

“Essentially, together we designed our own MRP system using Crystal. For example, it is useful for us to look at a 12-month rolling history of our sales. With this information, we have been able to reduce the carrying cost of our inventory and increase our inventory turns.”

#### **Integrated CRM**

More recently, Global Technology Systems implemented Sage CRM SalesLogix, which was chosen for its ability to integrate with Sage MAS 200. “Using Sage CRM SalesLogix allows us to give our salespeople all of the benefit of data from Sage MAS 200 without the need to work in two applications,” said Scott.

#### **Partnership with The Fitzgerald Group**

“Working with The Fitzgerald Group has set the benchmark very high when it comes to working with consulting firms,” said Scott. “We continue to buy services from them and appreciate their support contacts. We don't have to spend time trying to figure something out internally; we just pick up the phone and get our answer. We can focus on our jobs and what we do well.”

Scott has participated in The Fitzgerald Group's annual customer conference. At last year's conference, Scott learned about complementary products at the conference that they have started using at Global Technology Systems.

“One of the important things that we have observed about The Fitzgerald Group is the continuity of people within the organization. We have a relationship with the company, but also lasting relationships with individuals,” said Scott. “You can tell that the people who work at The Fitzgerald Group are very happy to be there. They enjoy their environment and that enjoyment of their work is reflected in the experience they bring to us.”

“Our customers tend to not replace batteries until they really need to. Having an integrated software package allows us to take a call at 4 pm from a customer, enter the order, have the order picked, packed and shipped and in the customer's office by the next morning, has been critically important to our business,” said Scott. “We are powering mission-critical applications for our customers. Since 90% of our orders are shipped the same day, our relationship with The Fitzgerald Group and Sage MAS 200 allows us to meet the demands of our customers.”



Authorized Partner

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