

“We are far more efficient today than three years ago. We have access to a greater amount of information and have the ability to analyze data more quickly to make better, faster decisions.”

–Mark Pearson, President, SwimEx and Pearson Pilings



The Fitzgerald Group Enables SwimEx to Glide into Sage MAS 200

Industry

Manufacturing and distribution

Application Selected

Sage MAS 200 ERP

Key Issues that Led to a Need for a New System

- Legacy, DOS-based system
- Limited integration abilities
- Slow performance
- Unable to drill down into transactions

Results Achieved

- Streamlined manufacturing processes
- Easier to train employees
- Order entry time significantly reduced
- Greater access and insight to data

Professional sports teams, rehabilitation centers and fitness enthusiasts are among the people positively impacted by SwimEx. Founded in 1986 by fiberglass pioneer Everett Pearson, SwimEx is dedicated to building the finest swim spa fitness pools and rehabilitation equipment. The quality and uniqueness of their product coupled with the high level of personal service given to each client, has enabled SwimEx to offer 10 lines of therapy pools with almost limitless options for various therapies to clients across the globe.

Replacing a Legacy System

While their business was growing and expanding, the system used to manage the accounting and manufacturing processes was stifled. Hindered by a legacy, DOS-based system with little support available, SwimEx needed to find a new solution that was backed by superior service and support, just like the top-notch service they give their clients, and had integrated manufacturing and customization capabilities. SwimEx also has a sister company, Pearson Pilings, that uses the same unique fiberglass manufacturing process to produce pilings that are environmentally friendly and long lasting.

“Our CPA firm recommended The Fitzgerald Group,” said Mark Pearson, president of SwimEx. “We were very impressed with The Fitzgerald Group and Sage MAS 200. They listened to our needs and we were confident in their ability to support us.” SwimEx moved ahead with Sage MAS 200’s core accounting, distribution and manufacturing modules as well as an integrated shop clock module to track labor on the manufacturing side of the business.

Implementation Stays On Track

“There was a lot of data from our old system that we wanted to bring over and we used this as an opportunity to clean up our data,” said Karen Dias, controller. “The Fitzgerald Group did a great job throughout the implementation and training. We had 20 years worth of processes that we need to implement and refine. They set up timelines and weekly progress updates to keep us on track.” The timelines were instrumental in helping SwimEx meet their goals. “We never once got off track during the implementation,” said Karen.

The Fitzgerald Group helped with tailoring the manufacturing modules to mirror and

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**–Mark Pearson, President,
SwimEx and Pearson Pilings**



improve SwimEx’s processes. “We took advantage of the manufacturing knowledge The Fitzgerald Group has and were able to streamline some of our processes based on their recommendations. We now are more efficient,” said Mark Fyrer, product engineer. “They helped us create reports that give us insight into our orders.”

Improved Access to Data and Streamlined Systems

“All of our orders are made-to-order,” said Kim Hawkins, office manager. “We issue materials to each pool or piling order and we are able to track the specific labor hours that go into each order.” This helps SwimEx stay on course and manage each of their orders more effectively. They can see the progress of an order and can provide their clients with reliable communications. Since all the modules are integrated, materials and labor are correctly allocated and utilized to optimize efficiency.

“It is a lot easier to train new people with Sage MAS 200,” said Kim. “It used to take six months to train someone since there were so many exceptions and workarounds. Sage MAS 200 is so user friendly and intuitive that we are able to get new employees trained much more quickly.”

“We have easy access to data,” said Karen. “If I need to drill down on transactions in an account, I simply click on it. With our old system in order to get this detail I had to run reports to track down the information. It is a tremendous time saver. We also produce financial statements more quickly, which allows us to make better decisions.”

“Sage MAS 200 is more adaptable to other software products. It is simple to export data out of the system and into Excel for example or to create a PDF so documents can be emailed,” said Mark Fyrer. “We also save a tremendous amount of time keying in orders. On average, it used to take us 20 minutes to put in a sales order or work order. Now, it is just a few minutes.”

“We also like that we can run reports that pull data from multiple modules,” said Kim. “We were unable to do this before. I can see the cost analysis on any order with just a few clicks. With this information, we can look at ways to improve our margin and lower our costs.”

The Fitzgerald Group Delivers

Now that the core of their business has been streamlined and a new system implemented to manage the accounting and manufacturing processes, SwimEx plans to use the Business Insights module for dashboard access to their data. “We will be able to see in a snapshot how the company is doing,” said Mark Pearson. This will allow again for faster decisions.

“Whenever we have a question, The Fitzgerald Group was always very prompt in their response,” said Kim. “Their help desk is terrific and they absolutely delivered on what we expected.”

“The system we had was very old and cumbersome. We know we could have selected from three or four other systems that would have worked for us,” said Mark Pearson. “The key for us was that The Fitzgerald Group made it very easy. They did what they said they would do. We were able to be up and running quickly. Their people are excellent and I have recommended both The Fitzgerald Group and Sage MAS 200 to other businesses.”



Authorized Partner

The Fitzgerald Group
2 Commercial St.
Sharon, MA 02067
Phone: (781) 232-1212
Fax: (781) 232-1213
www.TheFitzGroup.com