



## Astone Innovation Uses Sage Accpac ERP to Lead Lifestyle Product Development Market

### Company

Astone Hong Kong Limited

### Industry

Lifestyle Product Development

### Geographic Location

Hong Kong

### Challenges

Lacking a mature IT solution, Astone used spreadsheets for record keeping. A large amount of time was needed to generate a half-yearly analysis report for management. Real-time data was not available for decision-making or for analyzing cash flow. As the business expanded, more sophisticated reporting tools were needed to analyze and facilitate management-level decision-making processes.

### Solution

Sage Accpac ERP

### Modules

- General Ledger
- Account Receivable
- Account Payable
- Inventory Control
- Order Entry
- Purchase Order
- Multi-Currency

### Number of Users

20

### Benefits

- Generate reports such as Accounts Receivable for cash-flow analyses, checking overdue balances and more
- Ability to do sales forecasts
- Automated workflow
- Faster turnover time for inventory

“We are indeed very satisfied with Sage Accpac, especially the inter-relationship between each module and its flexibility. It has exceeded all of our expectations.”

Mr Terence Wong, Director

Product Development & Operation, Astone Hong Kong Limited

### Business Challenges

Established in 1999, Astone's initial focus was primarily on its distributor role in the lifestyle product market. As demand grew, Astone concluded that it was time to carry its own “Astone” brand of goods. Together with development of other IT, digital entertainment and lifestyle products, Astone moved into a next stage of growth and success.

Parallel to its business expansion, Astone resolved to embark on IT initiatives with a definite purpose – to facilitate operational flow and obtain accurate real-time performance measures for business forecasts.

Astone did not possess a mature IT solution. They had been mainly using spreadsheets for record keeping. Analysis reports were generated on a half-yearly basis as the process was time-consuming, often taking one to two weeks to do so. As a result, reports were prone to human error leading to the danger of inaccurate evaluation.

Furthermore, management had difficulty analyzing cash flow as data was not real-time. This hindered decision-making processes.

As business continued to expand, it became clear that Astone needed a more sophisticated system that would offer comprehensive reporting tools to hasten the operation's pace.

“We realized that a new system was needed to facilitate our growth; without it, we could not do much with the ever-increasing operational involvement,” concluded Mr Terence Wong, Director – Product Development & Operation of Astone Hong Kong Limited.

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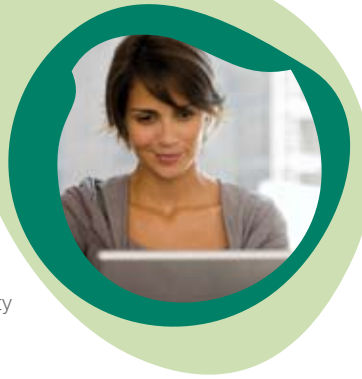
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## Why Sage Accpac?

Upon defining the specifications, Astone reviewed various solutions to satisfy their needs and requirements. They examined systems of different scales and eventually reached a decision on Sage Accpac ERP. Its proven flexibility and stability were primary reasons for the selection.



“One thing we really appreciate about Sage Accpac is that it supports large volumes of data, a factor that we anticipate for the near future, and it comes at a reasonable price too.”

“We are indeed very satisfied with Sage Accpac, especially the inter-relationship between each module and its flexibility. It has exceeded all our expectations,” concluded Mr Wong.

## Implementation and Support

Astone's implementation partner, first step was to familiarize employees with the changes that were likely to take place post-implementation. On-site training and consultation were given to the end-users to heighten their understanding of the system and the forthcoming changes in the workflow process.

“There was a clear synergy between what we wanted to achieve in terms of processes and what Sage Accpac offered. We were confident that both Sage Accpac and the professional services provided by the Sage Premier Partner allow us to achieve our aims,” explained Mr Wong.

The implementation took place in a span of four weeks with intensive knowledge transfer from the technology consultants to end users. The partner also provided post-implementation handling and training.

## Benefits

Apart from eliminating inefficiencies, improving internal processes and facilitating decision-making, Astone benefits in other important ways from its Sage Accpac implementation:

### Ease of Generating Reports

In the financial arena, Astone can now generate real-time analysis reports such as aging Accounts Receivable to facilitate management in examining cash-flow control and checking for overdue balances. These in turn allow the formulation of appropriate strategies for various situations.

### Manage Sales Pipeline Better

With real-time data available, Astone can now better manage its sales pipeline. It can perform sales forecasts and analyses in a more accurate and valid manner.

### Better Inventory Level Control

In terms of distribution, Astone now enjoys an automated workflow where purchase orders are issued automatically to suppliers if stock quantity falls below safety levels; thereby minimizing order time and other miscalculations.

Other benefits include finalization of monthly accounts by the second day of the next month, transparency of inventory, faster turnover and reduction in communication costs.

## Reflection and Future Plans

Sage Accpac has now become an integral part of Astone, driving the success of a dynamic and ambitious company. With a clear business direction defined and riding on a rapid expansion, Astone intends to further develop and improve its Sage Accpac system with modular extension. “Always in search for improvement, we are contemplating how we can improve and adopt more advanced technological tools for business advancement,” says Mr Wong.

## About Astone Hong Kong Limited

Established in 1999, Astone Hong Kong Limited (a member of Astone Group) is an extraordinary product development institution. It leverages market insight, infinite creativity and rich experience in development to offer valuable lifestyle products to the consumer market. Astone provides customers with one-stop professional services, including conceiving, researching, developing, modeling, production and after-sales service. It serves customers from all over the world.

## About Sage Asia

Sage Asia, a subsidiary of The Sage Group, plc, provides small-and-medium sized businesses with a broad range of end-to-end business management applications. Its easy-to-use, scalable and customizable applications enhance its customers' competitive advantage. Its products support accounting, operations, customer relationship management, and the specialized needs of accounting practices, distribution and manufacturing. Its portfolio of leading solutions include: Sage Accpac ERP, Sage CRM, Sage Saleslogix, ACT! by Sage, UBS, EasyPay and Sage ERP X3 among others. Sage's Asia network covers Singapore, Thailand, Malaysia, China, India, UAE, Saudi Arabia and other key cities in Southeast Asia.

For more information or to find out how the Sage Accpac can help your business, visit us at [www.sageasiapac.com](http://www.sageasiapac.com) or call +65 6336 6118 today.