



ACD Distribution doesn't roll the dice when it comes to credit card transactions

A leading board games wholesaler saves time and money when payments seamlessly flow into its accounting system

BACKGROUND

ACD Distribution takes games very seriously

The company was near bankruptcy when it was purchased by Bob Maher, the company's current President and CEO, in 2007. Since that time, it has enjoyed double-digit growth and this year expects to top \$60 million in sales. The company is now one of the largest wholesale distributors of non-electric games – board games, card games, miniatures and role-playing games – in North America. The success of the company is particularly amazing because it does not sell to the big box stores, like Wal-Mart, but instead has built loyal and lasting relationships with small hobby shops and toy stores.

"We're proud of our achievements," says Mr. Maher. "The best part is that after seven years we still see more exciting things to come. We are going to continue to develop our partnerships, build the company, and grow the industry. I got involved in this industry because of the incredible people – it's hard to find another group so full of smart and interesting individuals. We have big plans for the future."



Customer: ACD Distribution

Industry: Non-Electronic board games

Industry Type: Wholesale distributor of non-electronic board, card and role-playing games

Location: Middleton, WI

Sage Systems: Sage Payment Solutions and Sage Accounting



"We have been extremely successful in what we do and a lot of that has to do with Sage Payment Solutions. We love the product!"

— Marilyn Maher,
Chief Financial Officer,
ACD Distribution

THE CHALLENGE

Managing orders and payments from multiple locations

ACD Distribution is headquartered in Middleton, WI. It has one warehouse in Middleton and also operates warehouses on the east and west coast of the United States. Depending upon the product ordered, the customer is charged at the time when shipments are sent out from the appropriate warehouse, usually the same day an order is placed. Before turning to Sage Payment Solutions, this process placed a tremendous strain on business operations.

"Back in what I call the 'bad old days', the entire procedure of filling a customer order and processing the payments was very cumbersome," explains Marilyn Maher, CFO of ACD. "We were working with a bank that provided us with their own software and each one of our locations had to have that software. When a client gave us their credit card information, we had to send that information to the appropriate warehouse by email and that warehouse would charge the card."



Time wasted from manually posting credit card payments

Matters were further complicated when it came time to reconcile the transactions from the three warehouses into the company's accounting system.

"We would do our shipments and the client would be charged and then at the end of the day, get a report from all three warehouses. We would have to settle the accounts back here in Middleton the next day when an accounting person would manually go in and post the payments to each customer's account. It was very labor intensive to keep track of it all," Ms. Maher explains.

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THE SOLUTION

Already using Sage ERP software, in 2010 ACD Distribution upgraded its system to Sage 500 ERP with the sole reason being the ability to seamlessly sync credit and debit card transaction information from its three warehouses directly into the software.

"We sell to a lot of Mom and Pop stores and they order small shipments and order them more often. In 2010, we were processing about 100 credit card payments per day," says Ms. Maher. "That number has obviously increased as our sales have grown over the years."

"I used to be involved in the credit card input and the manual entry. It just took so much time to enter all those transactions, so when Sage told us we could just charge a card and apply it directly to the invoice and customer account, it was just so obvious we'd be saving time. It actually turned out to be a huge time saver."

THE RESULTS

Turning to Sage as the best solution for efficiently and seamlessly posting credit card transactions into its accounting systems provided immediate dividends to ACD. Some were expected. Others came as a complete surprise.

One system, one step account reconciliation

"Back in 2009, before we started using Sage to process our payments, we were emailing credit card information back and forth between our locations. Our shipper would have to enter the information to bill the customer and then here, back in Middleton, we would essentially have to recreate the entire transaction to post it against the customer account" explains Ms. Maher.

"With Sage as our partner, we simply enter the customer's credit card number and information, or multiple cards if the customer prefers that, when we set up the account. Their credit card data is kept secure in a Sage vault in the Cloud. When our shipper, regardless of location, pulls up the customer account, they don't see the card information but can create an invoice, run the card on the account and that invoice posts back to us here with a zero balance. It is all just so effortless and slick."

"It has turned out to be exactly what Sage Payment Solutions said it would be – virtually seamless and so easy to train people. Our shippers are not used to doing a lot of accounting work and now they don't have to worry about it. When they have a shipment ready, they don't have to enter amounts. They click on a button, get approval, print the receipt and off it goes."



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Transaction fees that beat the bank

"One thing that really surprised me," continues Ms. Maher, "is the rate I'm charged for transactions. I expected, that because of the convenience of having our electronic transactions flow directly into our accounting software, we'd pay a little more for each transaction, but the rate is really great. From time to time my bank wants to talk to me about our credit card business and I say I don't think you can beat the rate I'm paying. They take a look at it and say 'you know what? I don't think we can.' I love hearing that."

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About Sage

Sage goes beyond credit card processing. We help you run your business smarter through simplified accounting, quick and easy setup and getting paid faster. Accept any type of payment, anywhere your customers are located. Plus, you'll save time by streamlining all payments automatically into your accounting software and running your entire world of commerce from a single screen.

For more information about payment processing with Sage, call **1-800-652-2370** or visit www.sagepayments.com.