

# Sage 100 ERP | Customer Success

## Food Wholesaler Praises Speed and Stability of Sage 100 ERP

Performance has always been important to Dexter Odom. That's how he and his wife, Kitty, transformed the roadside vegetable stand they opened in 1983 into Dexter's Farm, one of the South's largest and most dynamic wholesale distributors of fresh produce and eggs. Shopping the produce mart at 3 a.m., Odom established high standards of quality for the produce he delivered to an ever-widening circle of schools, hospitals, and restaurants in the Atlanta region. Odom won his largest account, a 160-outlet restaurant chain, by delivering during a rare snowstorm when other produce distributors gave up and shut down.

### Keeping Pace With Growth

To manage his company's phenomenal financial growth, Odom turned to Sage 100 Standard ERP. Self-taught in computer operation, Odom began with a DOS-based computer system, then switched to a UNIX system in 1995 to achieve greater operating speed. While UNIX fulfilled the promise of speed, stability, and data integrity, Odom found that data access was more complex under UNIX than it had been with his PC network. He used terminal emulator software on his networked desktop computers, which had to be mapped over the UNIX server's drive using network file system (NFS). Odom and his colleagues were disappointed by the interface with desktop applications and kept hoping for a better solution.

### Harvesting Success

The introduction of Sage 100 Advanced ERP\* provided the answer to Odom's continuing quest. Because Sage 100 Advanced ERP, running on Windows NT, embodies true client/server technology, all processing is done on the server where the applications reside. While each workstation receives program data and interprets commands in the data stream directing window operations, workstation malfunctions cannot affect the integrity of the data on the server. Odom reports that the new client/server system is every bit as stable as the previous UNIX system. More importantly, Sage 100 ERP takes full advantage of the Windows® environment, and its ODBC capabilities provide full interface to Sage 100 ERP data from other desktop applications throughout the computer network

*\*Sage 100 ERP was named Sage ERP MAS 200 when Dexter's Farm, Inc. initially implemented this solution. The product names have been updated in this case study to reflect current naming.*

### Customer

Dexter's Farm, Inc.

### Industry

Fresh Food Distribution

### Location

Buford, Georgia

### Number of Locations

One

### Number of Employees

34

### System

Sage 100 Advanced ERP



### Challenge

Upgrade to a server based, stable, automated accounting system that's powerful enough to handle rapid distribution growth and seamlessly interfaces with desktop applications.

### Solution

Sage 100 ERP financial and distribution modules.

### Results

Seamless data interface; more efficient operations; profit analysis in 15 minutes, not 5 hours; daily close outs in a minute and a half; instant invoice searches; automatic updates to reports; rock solid stability.

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“Using ODBC, we’re now able to get to data from other spreadsheets and databases,” says Odom. “That’s important to us because we can go in and pull all invoices out for the year, sort by customer, drill down from there, and see exactly which customers bought which products in which quantities how often for which locations. Seeing that ‘ship-to’ information lets us accurately analyze our profit for each delivery.” Odom said that process was difficult and time-consuming under UNIX, requiring manual exportation of page-by-page report data to a spreadsheet. “That used to take four to five hours. Now using SAP® Crystal Reports for Sage 100 ERP, it’s finished in 10 to 15 minutes. And my daily closeouts take me exactly a minute and a half,” adds Odom. “Now I can do searches for invoices so quickly, it’s unreal.”

Although Odom felt most comfortable in the Windows environment, he had developed a deep respect for UNIX and sought assurance that a switch to Windows wouldn’t compromise data integrity or system reliability.

“I drove Sage 100 ERP on the PC in my office for two weeks, and that’s all it took to convince me,” said Odom. “I know Windows, and I like Windows. Once again, I could actually see files I was accessing. We turned off the old box and switched to Sage 100 ERP cold turkey. And it’s been stable as a rock.”

Odom is enthusiastic about Sage 100 ERP because of the many ways in which it’s helping Dexter’s Farm perform more efficiently. He’s very pleased, for example, with his newfound ability to create live links within Sage 100 ERP, enabling automatic updating of reports whenever component data changes. In that way, Sage 100 ERP functions like an extension of Odom’s operating credo.

“To be successful, you’ve got to find ways to get the job done,” Odom observes. “That’s what I like about Sage 100 ERP: Plain and simple, it gets the job done.”

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Dexter Odom, owner  
Dexter’s Farm, Inc.



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### About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers’ needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 12,300 people and supports more than 6 million customers worldwide. For more information, please visit the website at [www.SageNorthAmerica.com](http://www.SageNorthAmerica.com) or call 866-996-7243. Follow Sage North America on Facebook at: <http://www.facebook.com/SageNorthAmerica> and Twitter at: <http://twitter.com/#!/sagenamerica>.

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