

# Sage 100 ERP draws cheers from Half Time

## Business insight leads to better decision making



Alan Daniels, president of Half Time, is an entrepreneur. From auto parts stores to a successful chain of 12 video stores to a growing specialty beer empire, Daniels knows how to run a business. When the video store industry faltered, Daniels carefully researched his next endeavor. "I sought out an industry that can't be downloaded," he says. "One that is complicated and requires creativity to succeed." Half Time, founded over a decade ago, fits Daniels' criteria. With two enormous and well-supplied retail locations, Half Time draws craft beer aficionados from five states. Through changing economic climates and varying industries, one factor remains the same. Half Time, like the two companies that preceded it, relies on Sage 100 ERP.

### Sage from the start

"I selected Sage 100 ERP years ago for my other companies based on a recommendation from my accountant," says Daniels. "I wanted a robust, secure system, not one of those entry-level packages that allows you to change and move the numbers around. I also needed an enterprise resource planning (ERP) solution that would interface with my point of sale system and Sage 100 ERP does that. It's continued to serve me well all these years, growing with my companies as they grow."

### Decision-making power

Retail industries in general, and the retail beverage industry in particular, can be fickle. This makes access to accurate, up-to-date information about inventory holdings and sales patterns vital.

The beer market is highly variable. Not surprisingly, sales spike when the weather warms or there is a major sporting event. Using nonfinancial accounts in Sage 100 ERP, Half Time is able to capture metrics surrounding such variables and use them to strategic advantage in its reports and calculations.

### Challenge

The specialty beer industry is dynamic and challenging. Half Time needs an ERP solution that delivers relevant, real-time data, facilitating the best business decisions.

With two large retail locations and a busy website, the company also needs a reliable and efficient way to exchange data with its point of sale system.

### Solution

Half Time's owner and founder successfully used Sage 100 ERP in two prior companies. It was the only solution he considered for his newest venture.

### Results

A straightforward import process brings both payroll and sales data from the company's point of sale software into Sage 100 ERP. Access to detailed sales data and associated metrics help the company optimize its product offerings to maximize both profitability and customer service.

### Customer

Half Time

### Industry

Retail beverage sales

### Locations

Poughkeepsie, New York  
Mamaroneck, New York  
[halftimebeverage.com](http://halftimebeverage.com)

### System

Sage 100 ERP

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Alan Daniels  
President, Half Time

“The more information you have, the better decisions you make,” says Daniels. “Using the information we get from Sage 100 ERP, we’ve been able to identify trends and make informed predictions about the direction of the market. We use that data to guide and direct our buying decisions. Inventory is our biggest expense; so managing it well is imperative.”

Sage 100 ERP helps Half Time better manage its valuable inventory by collecting detailed sales and purchasing data. The company uses that data to determine the optimal quantity and variety of beer and supplies to stock in each of its stores.

“For example, in analyzing our sales data, we spotted a trend away from imported micro brews and toward domestic micro brews,” explains Daniels. “We were able to react quickly and adjust our buying decisions, so we stocked our stores with more of what people are buying. Our ability to be this nimble expands the company’s profit capabilities.”

### **Data exchange delivers real-time information**

The Sage 100 ERP Visual Integrator module facilitates the data transfer from Half Time’s point of sale system and Sage 100 ERP. Detailed sales information is imported, supplying vital and timely data Daniels and his staff use to effectively run the operation.

“We import our point of sale data on a daily basis,” says Daniels. “I always want to be working with the most current and relevant data so that I’m making the most informed decisions.”

Daniels praises the reporting capability in Sage 100 ERP which allows both he and his bookkeeper to generate highly customized reports that present and analyze the business data in new and innovative ways.

### **In house payroll saves thousands annually**

Employees in Half Time’s retail stores clock in and out on the point of sale terminals and summarized data is imported into the Sage 100 ERP Payroll module where payroll is processed and checks generated.

“We save thousands of dollars every year over outsourcing our payroll,” Daniels notes. “With Sage 100 ERP we can do it all in house, including producing W-2s and our tax filings.”

### **Win with exceptional service**

“Any business can be beat by a competitor on selection or price, so the only real way to win in the market is to beat your competitors on service,” says Daniels.

One component of exceptional service is providing customers with the products and selection they crave, and Half Time is doing just that with help from Sage 100 ERP. When determining how to allocate space in its newly opened retail store, Daniels looked to his ERP solution for answers.

“The new store is three times the size of the original store, so my first thought was to simply triple everything we stocked in the first store,” he explains. “However, when we dove into the numbers and learned the ratio of cold beer sales versus shelf sales, for example, and fully understood the profitability and sales rate of the rest of our products, we changed the mix substantially. The information we get from Sage 100 ERP helped us design the store in the most strategic way possible, benefiting both our customers and our bottom line.”

### **About The Sage Group, plc**

We provide small and medium-sized organizations with a range of easy-to-use, secure, and efficient business management software and services—from accounting and payroll to enterprise resource planning, customer relationship management, and payments. Our customers receive continuous advice and support through our global network of local experts to help them solve their business problems, giving them the confidence to achieve their business ambitions. Formed in 1981, Sage was floated on the London Stock Exchange in 1989 and entered the FTSE 100 in 1999. Sage has over 6 million customers and more than 12,700 employees in 24 countries covering the UK & Ireland, mainland Europe, North America, South Africa, Australia, Asia, and Brazil.

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