



Client Case Study

“Sage Accpac is the product of choice in terms of price and performance. Compared to other vendors in the market, you will not find another product that offers the scope of performance for such a competitive price. Making it even more attractive is its compatibility with third party products, which means Luv-A-Duck is not hamstrung by its technology choice.”

**Frank Pugliese, Financial Controller,
Luv-A-Duck.**

Luv-A-Duck

Since it was established in 1958, Luv-A-Duck has grown to be the largest operational duck farm in the southern hemisphere. With over 200 employees Luv-A-Duck services the foodservice, retail meat departments and export industries.

Challenges

- With multiple depots, a travelling sales force and a rapidly growing customer base, Luv-A-Duck was seeking a progressive solution that would answer the current and future needs of the company.
- Due to the high volume of transactions, Luv-A-Duck required a system that makes it simple for operators to capture information and make inquiries.
- Luv-A-Duck needed a fully integrated CRM system that linked directly to the financial data.
- It was vital that the solution would enable the mobile sales force of 20 people to access up-to-the-minute client records from anywhere in the world.

Solution

- Sage Accpac ERP General Ledger, Accounts Receivable, Accounts Payable, Inventory Control, Order Entry, Purchase Orders and CRM.

Achievements

- Sage Accpac provides a robust core solution including integrated CRM that can be extended to encompass Warehouse Management, Point of Sale and other future requirements.
- The fully integrated CRM links directly to Accounts Receivable and Order Entry for easy data capture and inquiries.
- The system is browser based so that it can be accessed from anywhere in the world.
- Luv-A-Duck can now access rapid report generation and analysis.

At a Glance:

Key Challenge: Multiple depots, a mobile sales force and a high volume of transactions required a system that could be accessed from anywhere in the world.

Key Achievement: The browser based system includes a fully integrated CRM and enables operators to quickly capture and access timely customer and sales information.

Industry: Food

Solution: Sage Accpac ERP

Solution Provider: MicroChannel

