

CUSTOMER SUCCESS

Veterinary distributor runs smoother with detailed reports

Proactive reporting made possible by Sage Intelligence.



Veterinary Products, Inc. (VPI) is a distributor co-op headquartered in Kennesaw, Georgia, providing same-day and next-day delivery of every day supplies used in veterinary hospitals in greater Atlanta.

Founded in 1994 by a dedicated group of 10 veterinarians, the company has grown to more 600 members across 15 states—with a sales team of 12 representatives.

Too many places, not enough time

Saying VPI is a busy distributorship is an understatement. Every order is fulfilled directly from the warehouse as it's received from the co-op's 600+ customers. Stock is constantly being delivered, and perishables need to be ordered and delivered in the space of 24 hours. In this environment, it takes a lot of concentration to handle admin—especially reporting.

VPI struggled with not being able to get all of the details they wanted into a single report, on top of not being able to leave their system running while attending to other issues. As their business grew, they soon realized they needed a system that was all-encompassing, quick, easy to learn, and adaptable.

Setting admin personnel free

Sage 50 Intelligence Reporting fully supports multitasking by running detailed and defined comprehensive reports in the background without needing constant attention. This welcomed solution gave VPI's admin

Client

Veterinary Products, Inc.

Industry

Distribution

Location

Kennesaw, Georgia

Number of Locations

1

System

Sage 50 Accounting, U.S. Edition

assistant control over reporting like never before, allowing them to directly pull data to be exported into a spreadsheet. It also provided two new options to create reports: as either a new single detailed and defined report or edits to a previously saved report.

“My experience with Intelligence Reporting thus far has been positive. I enjoy ease of use in creating and changing filters to run similar reports without having to create an entirely new report. I enjoy the ease with which I can provide the necessary detail.” — Dawn Marie Smith, Sales Team Manager

The surprise benefit: improved team spirit

VPI went on to purchase two additional licenses, one for the sales team manager, and another for the warehouse manager. They credit Intelligence Reporting with improving team spirit by allowing staff to build reports together and take great delight in proactively presenting reports to their president.

Making complex reporting simple

Some reporting software packages are so complex, they require attendance at costly classes and daily use to remember how to build reports. Intelligence Reporting is intuitive and offers online tutorials that can be accessed at any time anywhere. VPI experienced vast improvement in proactivity and teamwork with the freedom to attend a busy office—and saving them the most important thing—time.

About Sage

Sage is the global market leader for technology that helps businesses of all sizes manage everything from money to people—whether they’re a start-up, scale-up or enterprise. We do this through Sage Business Cloud, the one and only business management solution that customers will ever need, comprising Accounting, Financials, Enterprise Management, People & Payroll and Payments & Banking.

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