

CUSTOMER

Hansen Natural Corporation

CORPORATE PROFILE

Headquarters

Corona, California

Type of Business

Manufacturer and marketer of natural beverages

Number of Locations

One

Number of Employees

95

Annual Revenue

\$70 million

SYSTEM PROFILE

Computer System

- PC compatibles

Operating System

- Microsoft Windows NT

MAS 200 Modules in Operation

- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Bill of Materials
- General Ledger
- Inventory Management
- Purchase Order
- Sales Order



Hansen's Bottles Up Healthy Profits with MAS 200

Cool beverages are a hot commodity, especially in the fast-growing market for "alternative" drinks. These beverages are aimed at health-conscious people who want alternative soft drinks and fruit juices – and Hansen Natural Corporation has established an enviable niche with its sparkling juices, natural sodas and ready-to-drink beverages.

Hansen's started more than 70 years ago selling fresh non-pasteurized juices. Since then the company has grown to become a publicly traded leader in the "new age" beverage category. Hundreds of cases of Hansen's specialty drinks are loaded every day into trucks at

warehouses for delivery all over the country. Primary customers are retail grocery chains such as Albertson's, Ralph's and Safeway; club stores like Costco and Wal Mart; specialty stores like Trader Joe's; and independent distributors that serve small outlets such as delis and sandwich bars.

THE CHALLENGE

In the late 80s, Hansen's was burdened with two fundamental issues. First, its giant manufacturing facility was too large for its needs. So the firm sold off its plant and began to outsource its manufacturing operations.

“What I find remarkable about MAS 200 is that its upgrades are so well integrated. As a result, Hansen’s has been able to grow efficiently with MAS 200 in place for an entire decade.”

—Tom Kelly
Controller
Hansen Natural Corporation

The second problem was a behemoth computer and cumbersome accounting system. The Digital VAX 750 required endless backups and took up valuable space in a large air-conditioned room. Hansen’s decided to jettison the old equipment and at the same time look for a more flexible accounting package.

THE SOLUTION

Hansen’s accountants, Deloitte & Touche, LLP, analyzed the company’s program requirements and recommended desktop computers running MAS 200. Implementation of the new platform was completed in 1990.

“Off the shelf, MAS 200 had many of the features of a fully customized system,” says Tom Kelly, the controller at Hansen’s. “It was fairly inexpensive. Yet it was also so robust that we’ve been able to run higher-quality and more detailed reports from a personal computer than we could with a large, costly program on a half-million-dollar machine. I was very impressed and gave the system an A+ in every area.”

Ten years later, MAS 200 still runs smoothly and quickly on a desktop, even after an upgrade from UNIX to Windows NT and then client/server. “In the old days our accounting program took an hour to run a report. With MAS 200 the same project takes only a few minutes. And even though our systems have become much more complex and demanding, the software is as easy to use as ever,” Kelly adds.

MAS 200 has kept pace with Hansen’s expansion despite massive changes in the high-tech industry. Kelly attributes this to both the excellent customization services provided by the reseller and the quality of the product’s new versions. “What I find remarkable about MAS 200 is that its upgrades are so well integrated. As a result, Hansen’s has been able to grow efficiently with MAS 200 in place for an entire decade.”

A good example of technological change and increased efficiency comes from order processing. Ten years ago, all of Hansen’s orders were taken over the phone or fax and entered manually by a sales order clerk. Today, 70 percent of all orders are received electronically through EDI Advantage, which supports integration with MAS 200. Data is fed automatically into the MAS 200 Sales Order module.

Once an order is input to the MAS 200 system, the director of operations uses the Open Item and other reports to schedule shipments. A bill of lading is printed with release forms from MAS 200, signed off, and sent to the warehouse. Trucks are loaded based on the release forms, which are then sent to billing, and invoices are printed and mailed to the customer. All modules feed seamlessly to the General Ledger.

“I really appreciate the fact that MAS 200 is almost foolproof,” says Kelly. “It provides an excellent audit trail, and doesn’t allow you to make mistakes, such as setting up one-sided journal entries. This means I can trust the reliability of our financial reports – a critical element when reporting to banks and the Security & Exchange Commission.”

Hansen Natural Corporation has proven itself to be an innovator, both in its creative product positioning and in its early adoption of PC accounting software. Now it enters the new millennium with an established track record of success, with systems in place that can easily support continued expansion.



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