



CUSTOMER SUCCESS STORY

CUSTOMER

Parmenter Studios, Inc.

INDUSTRY

Art manufacturer

LOCATION

Joseph, OR

Number of Locations

One

Number of Employees

Seven

SYSTEM

Sage BusinessWorks

Parmenter Studios: Beautiful Bronzes with Sage BusinessWorks

“Ramon Parmenter shows a classic genius, combining the muscular sensuousness of a Michelangelo with the elegant flowing forms of Cellini,” wrote a national art critic. “This artist has added his own fearless obsession for risk-taking by showing his figures, not standing on terra firma, but caught in the act of movement, suspended in dramatic special conflict.”



Parmenter’s sculptures and other works of art are prized collectibles of the rich and famous. Nike commissioned him to cast a sculpture of runner Prefontaine for its corporate headquarters. The Seattle Seahawks commissioned a sculpture of Steve Largent. Wayne Newton collects Parmenter works, and so does Bo Jackson.

The Business of Art

Running the business end of Parmenter Studios is an art in itself. With sales to galleries across the country and a steady supply of special orders, Parmenter Studios needed a reliable way of recording the cost and profitability of each individual project.

“We initially chose QuickBooks® because our accountant was familiar with it,” explains Nancy Parmenter, business manager for Parmenter Studios. “After we implemented it, we discovered that QuickBooks was not capable of doing job costing or inventory control, both of which are crucial for us. It wouldn’t even let us track customer deposits in a way that made sense.

“After eight months, I turned to him and said, ‘I don’t want to do this any more.’ ‘Neither do I,’ he replied. We called a friend in a large CPA firm, who recommended Sage BusinessWorks Accounting as a superior product for a company like ours. Now, after adopting Sage BusinessWorks, we’ll never switch.”

CHALLENGE

Manufacturer of high-end sculptures was hobbled by QuickBooks’ inability to perform job costing and inventory control functions.

SOLUTION

Sage BusinessWorks with full complement of financial and manufacturing modules.

RESULTS

Order entry time cut by 20 percent; real-time inventory reduced material shortages; overall efficiencies boosted productivity by 15 percent.

"BusinessWorks has streamlined our order entry process by 20 percent. Having real-time inventory means that we no longer experience material shortages. Company-wide... Sage BusinessWorks has increased our productivity by at least 15 percent."

—Nancy Parmenter
Business Manager
Parmenter Studios, Inc.

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



Sage BusinessWorks for "Everything"

What does Parmenter use Sage BusinessWorks for? "Everything," she says. "That's why we like it so much." By everything, she means payroll, order entry, inventory control, accounts payable, accounts receivable, general ledger, and job costing.

The software provides real-time inventory tracking for the bronze, carbides, cross pads, and other materials required for Parmenter's manufacturing processes. When the company is ready to set it up, the system will also send reordering alerts when stocks become low.

Better Profitability

"Sage BusinessWorks lets us track when a product is ordered, when it goes to the foundry, when it returns, what it weighs, when a customer makes a deposit, and when they pay off their account in full," says Parmenter. "The job costing feature allows us to monitor the exact cost of time and materials that go into each project. That way we can analyze how to improve profitability."

Parmenter Studios has experienced important bottom-line benefits by adopting the new software package. "Sage BusinessWorks has streamlined our order entry process by 20 percent," Parmenter notes. "Receivables and payables are being processed much faster. Having real-time inventory means that we no longer experience material shortages. Company-wide, I'd say that Sage BusinessWorks has increased our productivity by at least 15 percent."

Focus in Figures, Not Numbers

Another unexpected benefit of Sage BusinessWorks has been its ease of use. "Once you become comfortable with the software, it's very user friendly," says Parmenter. "It's extremely reliable, and never freezes up on us. We also like the fact that Sage BusinessWorks is so scalable. We'll be able to use it for years to come, merely by adding on a module here and there. Already we've discovered that the software has allowed us to grow our business without having to hire additional administrative staff."

Parmenter says she almost takes Sage BusinessWorks for granted now. "The software works so well that you forget how awful things were without it," she says. "And you rely on it so much that you forget it's running there in the background. That's actually a very good thing, because it means we can concentrate more on the artistic side of the studio, and less on keeping track of numbers."