



CUSTOMER SUCCESS STORY

**CUSTOMER**

Just White Shirts

**INDUSTRY**

Apparel

**LOCATIONS**

Canada, United States, Australia, and New Zealand

**SYSTEM**

Sage Accpac ERP

## Sage Accpac Is a Perfect Fit for Just White Shirts

Headquartered in Toronto, Canada, Just White Shirts offers top-quality, 100 percent cotton dress shirts and socks. Eliminating the middleman, the company delivers goods directly to its customers at highly competitive prices. In an effort to increase employee efficiency and improve customer service, Just White Shirts decided to replace its outdated accounting system, which lacked any integration to the company's online store. It turned to consulting firm Sidler Clarke Inc. to implement a new Sage Accpac solution that could seamlessly tie together accounting and online ordering functionalities. Sidler Clarke converted the data between the two Just White Shirts systems with virtually no downtime and added a range of custom modifications that dramatically improved employee efficiency and customer service and significantly reduced its client's staffing expenses.

### Outdated System Prompts New Solution

Over the years, Just White Shirts has earned an outstanding reputation for customer service. Unfortunately, saddled with the



inadequacies of its existing accounting system, maintaining its high performance became increasingly difficult. According to the company's IT manager Dmitry Todorov, "We just couldn't tolerate any more system crashes or downtime. During these periods, there was much greater risk of data integrity issues. We were also faced with an expansion plan that required multiple users and retail locations, something our old system could simply not handle efficiently."

Already familiar with Sage Software products, Just White Shirts president Leon Goren contacted Sage Software and was immediately referred to Sage Software business partner Sidler Clarke to help evaluate new solutions. Once Sidler Clarke assessed

**CHALLENGE**

To preserve their high level of customer service, Just White Shirts needed an accounting system that could handle online activities.

**SOLUTION**

Sage Accpac ERP, running on Microsoft SQL Server, provides the company with comprehensive, integrated accounting capabilities and a customized, Web-based ordering system.

**RESULTS**

Sage Accpac helps the company integrate its retail and online activities into one accounting system, significantly improve customer service, and reduce call center staffing costs.

*"As a result of the customized order entry screen and the integration between Sage Accpac and the online store, customer service has greatly improved and we have significantly reduced our call center and warehouse distribution staff. The system effortlessly handles changes or additions to our product lines, and processes real-time data between our multiple locations. With Sage Accpac at the core of the new system, Just White Shirts can now enjoy all the benefits of e-tailing, retailing, and distribution all in one application."*

—Leon Goren  
President  
Just White Shirts

## 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.



Just White Shirts' business requirements, it recommended Sage Accpac running on Microsoft SQL Server, and designed a comprehensive, integrated accounting and Web-based ordering system that would enable the company to operate at peak efficiency. After suggesting this solution, Clarke and Konieczek embarked on the design of a comprehensive, integrated accounting and Web-based ordering system that would facilitate customer ordering and enable the company to operate at peak efficiency.

### **Sage Software Tailors an Ideal Fit for Just White Shirts**

The key to the new system was a major modification of the Sage Accpac Order Entry module into a full-fledged Customer Order Desk that contained a Customer First screen. From this central location, call center staff could instantly access customer history data, including invoices, customer credit, and past purchases from hundreds of thousands of database entries. The online Customer First screen is so user-friendly that any customer can easily custom-configure a shirt, place an order, send it to the manufacturer, and have it shipped directly or to a retail outlet for pick-up.

The data conversion from Just White Shirts' existing accounting system to Sage Accpac was completed without any downtime. A remote infrastructure was also developed on a Citrix platform so that data could be shared among the company's multiple locations. Moreover, because the company's solution also includes numerous customized reports written by Sidler Clarke, Just White Shirts can measure the success of its advertising campaigns and track seasonal trends in order to make the best possible buying and advertising decisions.

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