

Sage 300 ERP – A first class solution for The Second Cup Ltd



Customer

The Second Cup Ltd

Industry

Hospitality

Location

North America

Solution

Sage CRM and
Sage 300 ERP

From its humble beginning in 1975 as a kiosk in a shopping mall, selling only whole bean coffee, The Second Cup Ltd. has become Canada's largest franchisor of specialty coffee cafés. The company has grown to include 350 cafés across Canada, making Second Cup a second home to hundreds of thousands of guests every day. Committed to coffee integrity, all 5,000 associates of Second Cup are Trusted Coffee Expert who sell over one hundred thousand fairly traded coffee and tea beverages every day. Nearly 95 percent of Second Cup cafés are franchisee-owned.

To manage its busy operation, the company looked for and found a powerful, yet easy-to-use accounting system; that solution is Sage 300 ERP.

Overflowing overhead

Second Cup had been running a well-respected business system that was meant for a much larger and more bureaucratic company. It didn't offer the agility and flexibility the company required to keep up with a growing, changing operation. Reports and inquiries were labor intensive to produce, and ongoing support costs were high," recalls Robert Masson, CFO for Second Cup.

A successful blow

The company's technology partner recommended a move to Sage 300 ERP, a highly configurable ERP solution expressly designed for growing global organizations like Second Cup. The decision to move to Sage 300 ERP has proven to be an excellent one for the company. "Within just a few months we had a new, fully web-enabled and seamless financial system that matches both our needs and our corporate culture," says Masson. "We have been extremely pleased with the results."

'This will save us hours of data entry each month'

Robert Masson,
CFO
The Second Cup Ltd.

Challenge

Second Cup identified that they needed a solution that would offer the flexibility needed to keep up with their growing and changing operation. They required easily accessible reports and cost effective support.

Solution

Sage 300 ERP provides a sleek, fully web-enabled ERP solution with a complete suite of financial management modules. Integrated with Sage CRM, their business growth and assets are tracked and advertising and loyalty programs are fully supported across its franchises

Results

Robust, easy-to-use reporting delivers business critical information when and where it is needed. The addition of Sage CRM increases efficiency by having all the details in one easily accessible place. Through the integration of Sage 300 ERP and Sage CRM, less time is spent on administrative tasks which results in an increase in productivity.

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Robert Masson,
CFO
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Waking up operations

The Second Cup relies on the Sage 300 ERP system to manage royalties and advertising for its franchise locations. The system tracks operating expenses and revenue for the corporate cafés and home office, and manages the company’s fixed assets.

In the software, the franchises are represented as customers and Second Cup invoices each for the royalties due. “We use the EFT (electronic funds transfer) module to collect the franchisee payments,” says Masson. “The system sends the franchisees an email detailing the date and amount of the payment to be collected. It is very efficient; we don’t have to print and mail invoices or process cheques.”

Management at Second Cup appreciates the robust reporting tools within Sage 300 ERP that allow them to easily produce standard financial statements and many custom reports to meet the organization’s specific needs. Exporting reports is quick and easy, offering wider access to financial data throughout the organization.

Opening a new franchise location typically involves new construction or renovation. Second Cup manages these projects on behalf of the franchisees. The Sage 300 ERP Purchase Orders module is an ideal tool for handling the expenses associated with these projects. “This works very well for assigning and tracking the costs accurately,” Masson says. “The reporting shows us the open and completed costs involved in every project.”

Extra shot of value

Second Cup is gearing up to implement Sage CRM, a tightly integrated customer relationship management (CRM) system for Sage 300 ERP. “Our partner is developing a Web portal as part of the CRM system that will allow our franchisees to log in, input their sales figures, and view their open royalty invoices,” explains Masson. “Through the integration with our accounting application, we can capture the sales figures they enter and create an invoice automatically. This will save us hours of data entry each month.”

Masson says the company will also use Sage CRM to record and track new applications for franchise operations. “We are looking forward to the efficiency of having all the details in one accessible location,” he says. “We continue to expand our use of the software and are finding new ways of putting it to work for us.”

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

