

Sage ERP Accpac – A First Class Solution for The Second Cup Ltd.

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 Experts™ 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 ERP Accpac.

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 Brew

The company's technology partner recommended a move to Sage ERP Accpac, a highly configurable ERP solution expressly designed for growing global organizations like Second Cup. The decision to move to Sage ERP Accpac 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."

Waking Up Operations

The Second Cup relies on the Sage ERP Accpac 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.

Challenge

Second Cup's old accounting software was designed for a much larger organization and as a result, was difficult to use and support.

Solution

Sage ERP Accpac provides a sleek, fully Web-enabled ERP solution with a complete suite of financial management modules.

Results

The EFT module saves time and effort. Robust, easy-to-use reporting deliver the data when and where it is needed. The addition of SageCRM increases efficiency.

Customer

The Second Cup Ltd.

Industry

Restaurant Franchisor

Location

Mississauga, Ontario

Number of Locations

350

System

Sage ERP Accpac

SageCRM



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 ERP Accpac 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 ERP Accpac 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 SageCRM, a tightly integrated customer relationship management (CRM) system for Sage ERP Accpac. “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.”

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**Robert Masson, CFO
The Second Cup Ltd.**

Masson says the company will also use SageCRM 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 North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.2 million small and mid-sized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,400 people and supports 6.3 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com.