

## Sage 300 ERP—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 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 Brew

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."

### 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.

\*Sage 300 ERP was named Sage ERP Accpac when The Second Cup Ltd. initially implemented this solution. The product names have been updated in this case study to reflect current naming.

### 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 300 ERP 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 delivers the data when and where it is needed. The addition of Sage CRM increases efficiency.

### Customer

The Second Cup Ltd.

### Industry

Restaurant Franchisor

### Location

Mississauga, Ontario

### Number of Locations

350

### System

Sage 300 ERP

Sage CRM



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 on, input their sales figures, and view their open royalty invoices,” explains

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

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

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers’ needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 12,300 people and supports more than 6 million customers worldwide. For more information, please visit the website at [www.SageNorthAmerica.com](http://www.SageNorthAmerica.com) or call 866-996-7243. Follow Sage North America on Facebook at: <http://www.facebook.com/SageNorthAmerica> and Twitter at: <http://twitter.com/#!/sagenamerica>.