

Success Story

Johnny's Selected Seeds blossoms with Sage Intacct

"We used to do 75% paper checks and 25% electronic checks, now it's the exact opposite."

Michelle Pyle

Director of Finance, Johnny's Selected Seeds



Company overview

Johnny's Selected Seeds, a respected name in the agricultural sector, has been at the forefront of providing high-quality seeds and tools since its inception in 1973.

Based in Albion, Maine, the company is committed to sustainable agriculture. Its diverse product range supports both home gardeners and commercial growers.

The backbone of its success lies in robust research and development (R&D), global distribution capabilities, and a deep understanding of its clientele's needs.



Executive summary

Sage Intacct AI-driven accounts payable automation at Johnny's Selected Seeds has revolutionized its financial management, propelling the company into a realm of heightened efficiency and innovation.

Results with Sage Intacct

- Automated AP processes, freeing staff for innovation
- Real-time financial oversight enabled faster decision-making
- Dramatically reduced invoice processing times by 50%
- Transitioned from 75% paper checks to 75% electronic checks
- Improved financial accuracy with AI-driven AP automation
- Increased financial transparency and operational agility

Sage

Company

Johnny's Selected Seeds

Location

Maine, US

Industry

Agriculture

Sage Products

Sage Intacct





Roadblocks to efficiency and innovation

As Johnny's Selected Seeds expanded its operations, the limitations of its traditional financial management practices became increasingly apparent. The manual processing of invoices was time-consuming and prone to errors, affecting the company's overall efficiency and ability to innovate. Extensive labor required to process invoices manually detracted from strategic tasks, hindering operational efficiency and innovation. Manual data entry and processing increased the risk of errors, leading to inefficiencies and potential financial discrepancies. The inability to process and analyze financial data in real-time impeded strategic decision-making and agility.

With up to 15,000 different SKUs and a broad customer base, Johnny's Selected Seeds needed a finance system that could handle the information and complexity from its research and development side and the company's distribution, inventory, sales, and finance aspects. Sage Intacct ticked all the right boxes.

Recognizing the need for a more efficient and reliable financial management system, Johnny's Selected Seeds turned to Sage Intacct, which offers powerful accounts payable (AP) automation, highlighting its valuable and cutting-edge AI capabilities.

A strategic leap forward

AP automation uses Sage AI to streamline and automate traditionally manual invoice processing tasks. This has helped the business scan invoices, extract and verify data, match invoices with purchase orders and receipts, and support quicker approvals and payments. This strategic decision was motivated by several key factors.

Sage Intacct AI-driven AP automation significantly reduces manual workload by automating the invoice processing cycle, enhancing efficiency through automation. The AI's ability to read, extract, and process bill data accurately minimizes the risk of errors, thereby increasing accuracy and reliability in financial management. By automating routine tasks, staff are redirected towards more strategic, value-adding activities, fostering a culture of innovation and growth through the strategic reallocation of human resources.

Specifically, Sage AI's ability to handle vast amounts of data efficiently was critical. It ensured that financial processes were faster and adapted to the nuanced needs of the agricultural sector, refocusing processes to support the mission of sustainability and growth.



With Sage Intacct, Johnny's Selected Seeds work smarter, not harder.

The transformational impact of Sage AI

The adoption of Sage Intacct AI-driven solutions marked a significant turning point for Johnny's Selected Seeds. The benefits were immediate and far-reaching.

Dramatic reduction in processing time

Sage AI-powered AP automation halved the time required to process invoices, from manual entry and review to approval and payment. This efficiency gain was a quantitative improvement in hastening the AP process overall and a qualitative leap forward, allowing the business to provide faster responses to vendors and improving the company's financial agility.

Transitioning to electronic payments

Johnny's Selected Seeds notably advanced its financial operations by transitioning to electronic payments. This shift, powered by Sage Intacct, streamlined its payment processes and enhanced efficiency for the business and its customers. Moving from a predominance of paper checks to a system favoring electronic transactions reflects a broader commitment to modernizing financial practices, reducing environmental impact, and improving transaction speed and security.

"I always tell my team, 'Work smarter, not harder.' We were issuing many paper checks; we used to do 75% checks and 25% electronic checks: now we're the exact opposite," said Michelle Pyle, director of finance.

Unlocking innovation with enhanced financial oversight

Automating AP processes liberated staff from the drudgery of manual data entry, allowing them to focus on innovation and strategic projects. This shift lets Johnny's Selected Seeds focus on exploring new markets, enhancing its product offerings, and implementing sustainable business practices.

Bringing a new product to market can take up to 3 years (10 if it's a new plant variety), so anything that helps speed up the process is a huge win. With Sage Intacct, Johnny's Lauren Giroux says she can now know at any given moment whether there is enough money to take advantage of the next opportunity or double down to bring a product to market faster.

She says: "Anything that reduces my time trying to navigate paperwork so I can spend time in the field understanding the products is really important." Johnny's Selected Seeds gained improved financial oversight with real-time data processing and analysis capabilities, resulting in informed strategic decisions, optimized operations, and better planning for future growth.

Looking ahead: The strategic value of AI

The successful implementation of Sage Intacct and its AI-driven AP automation at Johnny's Selected Seeds underscores the strategic value of AI in modernizing financial management within the agricultural sector. And the very real-world application of helping a business grow from seed to sprout.

By automating routine financial processes, the company's efficiency gains mean it is positioned as a forward-thinking leader by using technology to drive sustainable growth and innovation.



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