

Success Story

Armellini Logistics achieves scalable efficiencies through AI & cloud-based accounting



“Our move to Sage Intacct has allowed us to streamline all of our accounting processes and gain visibility across all of the company brands, making our data much easier to manage. With Sage, we are able to look at each entity as an entire company.”

Rosanna Winningham

Director of Corporate Services, Armellini Logistics



Executive summary

Previous software:

- Epicor Enterprise Software

Results with Sage Intacct

- Integration of five entities into enterprise-level reporting
- Reduced monthly close time by 75% - closing within 1 week (prev. 1 month)
- Yearly closing reduced from 2 months to 3 weeks
- Automation of payment processing

Sage

Company:
Armellini Logistics

Location:
Florida, US

Industry:
Logistics & Transportation

Sage Products:
Sage Intacct
Sage Lockstep



About Armellini Logistics

Armellini was started in 1945 to get flowers from FL to NY. From its early roots in the flower industry, Armellini Logistics has grown into a full-scale transportation company with routes servicing 43 States operating out of 7 main outbound locations. Armellini Logistics now encompasses a number of aspects in freight & logistics through subsidiaries Armellini Express Lines, Inc., J.A. Flower Service, Armellini Freight Brokerage, Armellini Air Express, and Dash Mobile Storage.



An early adopter embraces financial modernization:

Armellini Logistics has a long history of leading innovation in the logistics industry. Founder, Jules “Toots” Armellini, contributed to the design of the first “flower specific” refrigeration units for trailers. Jules was the first to use wooden decking in trailers to relieve pressure on flower boxes and promote air circulation. Armellini Express Lines also pioneered the use of GPS tracking to pinpoint the position of trucks in the field. These early adaptations speak to the company’s deep understanding not only of technology, but also how tech contributes to the success of the time and temperature-sensitive floral transportation market.

Now under the leadership of Jules’ son David, Armellini Logistics continues in the tradition of driving innovation and incorporating technological advancements to increase its fleet’s efficiency and reliability of its services.

Technological advances have been part of the Armellini Logistics strategy for decades. Armellini Logistics has utilized Mcleod Fleet Management Software TMS since 2016. Most recently, in the wake of the COVID-19 pandemic, opportunity for innovation once again arose, and Armellini implemented modern accounting solutions to adapt to new challenges.

“Our previous system presented limitations in its compatibility with our transportation operations,” explains Rosanna Winningham, a thirty-six year veteran of Armellini, and Director of Corporate Services. “The challenge we faced was that each division operated on its own billing platform. Integrating data between the different divisions of the company was a key driver of the decision to move forward with Sage,” she added. “These platforms needed to seamlessly communicate with our ERP system to facilitate invoice loading and receivables management. However, each division had its unique communication method, and our previous system couldn’t accommodate all of them.”

After a careful examination of cloud-based accounting options, Armellini found that upgrading to Sage Intacct & Lockstep improved profitability and led to steep gains in accounting efficiency.



Sage automation reduced quarterly closing time from two months to three weeks.

Speeding the close by 75% and new ability to scale:

Rosanna's team is now revolutionizing their AR operations with the use of Lockstep's powerful automation tools. Lockstep develops tools and platforms for fintech developers and accounting teams to automate workflows between the accounting systems. Lockstep's applications automate accounts receivable workflows improving efficiency and overall cash flow.

Rosanna explains, "It has certainly increased our efficiency because we are able to present the data in a much more expedient manner. Before, if you needed data from me for an end-of-month period, it would take 2 to 3 weeks to put that together because it came from so many different systems." Armellini Logistics embraced Lockstep for AR Automation, streamlining online invoicing and making it more convenient for customers to access their invoices and statements. Rosanna noted, "Everything is now online, and with the Lockstep solution, we can simply send them a link. They can get right into their account and access any kind of invoices or statements that they need. That was our big push this year; we wanted to have a platform where we could give our customers an easy invoice, and Lockstep does that. One of the things we were able to eliminate with Lockstep is processing Credit Card payments. We no longer process these payments at all."

With these tools Armellini Logistics has significantly streamlined its quarterly closing, shrinking it from two months to just three weeks. Monthly closings and reconciliations now wrap up within a week, eliminating the previous four to five weeks due to manual data entry.

Armellini has grown over the years and now exists as a number of separate entities. The data for each of these entities was at the time housed in discrete accounting systems. With the adoption of Sage's Intacct and Lockstep, Rosanna's team is now receiving a more meaningful and accurate picture of the entire company's financials at the touch of a button.

"Before Sage, we had data that we kept manually and then we had data that we kept in different systems. To get all of our data in some sort of presentable reporting, we had to work outside of our ERP and put those things together in spreadsheets or different systems. We were looking for something that we could put all together into one place where we could present it to our management. That's exactly what we found with Sage Intacct."

With Sage's Intacct's customizable and flexible dashboards, data can be represented specifically for Armellini Logistics leaders. Now anyone from the president to a general manager has access to key metrics and reports on dashboards available at any time. Armellini's management can now make more informed, data-driven decisions, and Sage will help the company keep a sharp eye on their finances.



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