

## Success Story

# Dining group slices and dices data for real-time insights

With Sage Intacct, Life & Brand Portfolio empowers management at the store, brand, and group level to make informed decisions



### The Challenge

Life & Brand Portfolio is a dynamic casual dining group that offers authentic food and beverage experiences using sustainable ingredients. It has eight brands in its stable, including Tiger's Milk, La Parada, and Old Town Italy. However, with data spread across disparate sources, making real-time, data-informed decisions was a challenge.



### The Solution

It needed a solution that would enable it to easily view and analyse performance at the store and brand level, and run consolidated reports for the group.



### The Outcomes

- Simplified financial reporting across eight distributed franchise businesses.
- Ability to drill down into unique business drivers, such as revenue per head or profit per square metre.
- Dozens of hours saved each month through automated data capture and streamlined reporting.

Sage

**Company**  
Life & Brand Portfolio

**Location**  
South Africa

**Industry**  
Hospitality

**Sage Products**  
Sage Intacct

**Partner**  
AWCape



**LIFE & BRAND**  
PORTFOLIO

### About Life & Brand Portfolio

Life & Brand Portfolio offers authentic food and beverage experiences using sustainable ingredients.



Sage Intacct enables Life & Brand to automate data capture processes that used to require manual intervention.

### **Under pressure to improve efficiencies; drive down costs**

Life & Brand is a distributed franchise business with many sources of data. This made it difficult to get timely business insights to the right people because its financial information was spread across disparate spreadsheets or tied up in manual processes.

“In the hospitality industry, we are under constant pressure to improve efficiencies and drive down costs,” says Daniel Smith, Financial Director at Life & Brand Portfolio. This is not easy if all the information is not in one place.

So, Life & Brand decided to refresh its financial systems with a modern, cloud-based platform that could provide more timely business insights to its management team. Sage Intacct was a compelling option because of its deep multidimensional accounting and automation capabilities and sophisticated visibility for real-time decision-making.

### **Sage Intacct proves the key ingredient for multidimensional reporting**

Life & Brand portfolio partnered with Synatic and Sage implementation partner AWCape to migrate to Sage Intacct. This included integrating its banking transaction feed, automating the allocation of financial transactions to the correct general ledger account, and preparing integrations with Life & Brand’s workflow, point of sale, and business intelligence systems.

Today, Sage Intacct allows Life & Brand to generate reports on operational metrics and unique business drivers, such as revenue or cost per head and profit per square metre or seat. This empowers management with insights about performance at the store, brand, and group level to make informed business decisions.

“The ease of integration with our other business systems, the ease of use, and how it empowers end-users are also compelling benefits. We’ve been able to create custom dashboards and management reports without needing in-depth training,” adds Daniel.



“We were impressed by the speed of deployment for Sage Intacct, which was up and running in just over a month.”

**Daniel Smith**

Life & Brand Portfolio Financial Director

**Sage Intacct makes complex operations a piece of cake**

Multidimensional accounting is crucial for hospitality companies because they often have complex operating models (such as franchising or fractional ownership), as well as multiple stores and brands in their portfolios.

Sage Intacct saves the Life & Brand Portfolio management team dozens of hours each month through automated data capture, streamlined financial reporting, and the ability to seamlessly knit together its Point of Sale (POS) and Workflow systems.

The Synatic platform was key in automatically allocating a large number of daily banking transactions within Sage Intacct. This has led to detailed, centralised data being available to the finance team and executives, giving them deep insight into their business. It also equips leaders with real-time business insights to make decisions that boost profitability in a competitive sector where margins are tight and cost pressures are relentless.

Whereas it used to take a week to generate management reports, with Sage Intacct, reports, dashboards and visualisations can be generated within minutes and be ready in near-real-time for the Life & Brand management team to review. The platform also enables data to be sliced and diced across dimensions to get different views without producing individual reports.

Daniel concludes: “Sage Intacct helps us achieve our goals by automating processes we used to execute manually and putting real-time insights about our business at our fingertips.”



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