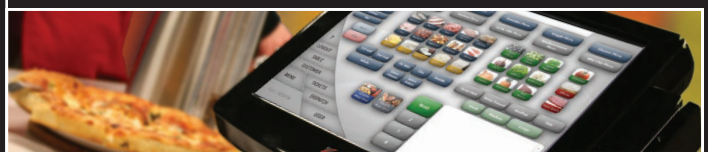
SPEEDLINE® TECHNOLOGY NETWORK

THE CONNECTED RESTAURANT SERIES



INTEGRATION CASE STUDY:

# Happy Joe's Connects the Restaurant POS and HQ Accounting System





Systems: SpeedLine POS and SpeedLink Enterprise™ Restaurant Information System
Microsoft® Dynamics GP Accounting System

Client: Happy Joe's Pizza and Ice Cream

POS vendor: SpeedLine Solutions Inc.

Microsoft integration consultant: Beratung

# Accounting Software Integration Saves Time, Improves Financial Management

Hollie Matthys, financial director at Happy Joe's Pizza and Ice Cream, had an idea: what if she could seamlessly transfer the financial information collected by the SpeedLine point of sale systems in their restaurant locations to the Microsoft Dynamics GP accounting system at head office?

## In Pursuit of Timely, Accurate Financial Data

Although Happy Joe's has used Dynamics GP (formerly Great Plains) accounting software since 2008 and SpeedLine POS since 2003, "we felt like we weren't using either system to its full potential," says Matthys.

Among the ongoing challenges was the time spent transferring data manually from SpeedLine reports to a spreadsheet at the stores, from the stores to head office, and then from the collected speadsheets into the accounting software.

- Franchisees and corporate coaches had to build monthly reports manually—a time-consuming process that was sometimes less than accurate.
- Collecting and re-entering data from a thick stack of spreadsheets into the accounting software at head office as well as manually updating cash balances and reconciliations chewed up 25 to 30 hours every month.
- Head office had no visibility into trends and cash flow at the stores between monthly reporting periods.

Matthys knew integrating the two systems would offer significant time savings and allow more timely decision making, so when the funds and time became available to tackle the project in late 2010, they moved forward, hiring consultant Darin Pauls, founder and CEO of Microsoft Certified Partner Beratung, to integrate the two systems.

***"If you don't have timely information in accounting, by the time you get it, it's too late to act on it."***

Pauls sums up his company's role: "We have technology people that understand both the POS and the accounting side and can pull the two together."

Pauls had seen Happy Joe's problem at other businesses, and knew he could solve it. The current manual process was limiting because it took so much time to carry out that it could be done only once a month. Not only that, but because it involved keying in data, it was prone to error.



"In accounting school, you learn that timeliness and accuracy are two of the most important qualities for accounting information, but before the integration, they weren't there," Pauls says. "If you don't have timely information in accounting, by the time you get it, it's too late to act on it." In addition, he adds, "Human error has a double effect: if the error's caught, you have to spend time tracking it down and fixing it, and if it isn't caught, it can lead to bad decisions."

## Connection & Translation

To build a solution required some specialized skills.

"To look at the data structure in an ERP [Enterprise Resource Planning] database and a POS database is like comparing apples to oranges," Pauls explains. "That's where we come in—we bring the two sides together."

It helped that detailed data exports are built into the SpeedLine POS software at the stores. At day end, the store POS systems export sales and banking information, along with employee, forecasting, and inventory details. This information is consolidated at the Happy Joe's head office in a SpeedLink Enterprise database. Using the SpeedLink File SDK, an integration toolkit provided by SpeedLine, and his experience completing similar integrations, Pauls created a program to translate the SpeedLine data for import into the Dyamics GP database.

"Typically it's very difficult, but with SpeedLine, figuring out the data was straightforward," Pauls notes.






## The Payoff—in More than Time Saved

With the integration complete, Happy Joe's head office can now run a report at any time. "They get a dashboard report, that tells them what's going on at each location. Then there's a validation check that makes sure the entries balance. That's something that wasn't there in the old manual process," Pauls says. If there is a problem, the error is flagged and appears in red at the top of the report. After the data checks out, it is imported into Dynamics GP with the click of a button.

***"This has saved us 25 to 30 hours a month in accounting paperwork alone."***

That accurate, timely data in Dynamics GP now allows Happy Joe's to leverage the full power of their accounting system above store for analysis.

The biggest changes? Happy Joe's knows their cash balances at a moment's notice. As Matthys explains, "That's critical management information that we no longer need to spend time calculating—it's so much faster now."

There is a big time payoff: the stores save the time they spent creating cash sheets and editing spreadsheets every night, and head office saves the 3 to 5 person-days they used to spend collating and entering data at the end of each month.

"This has saved us 25 to 30 hours a month in accounting paperwork alone," Matthys says.



And then there's the advantage of daily financials for analysis. That integration saves time and ensures the accuracy of the data—but that is only the beginning. Pauls comments, "Now Happy Joe's gets the information right away and can act on it immediately.

***If a particular location is doing very poorly over a couple of days, they can find out what's going on and do something about it—not wait to find out about it weeks too late."***

"The integration has benefitted our accounting department in terms of hours, timeliness, and accuracy," Mathys says, "and has relieved some of the administrative burden at the store level as well." Before the integration, accounting staff at Happy Joe's were bogged down doing bank reconciliations with Excel, and updating cash balances manually every week. "Now these processes are strictly automated," Mathys explains, "so we are able to monitor cash, sales, and cash variances every day."




## About Happy Joe's Pizza and Ice Cream

Happy Joe's Pizza & Ice Cream Parlor Inc. will celebrate its 40th anniversary in 2012. From Joe Whitty's original restaurant in the Village of East Davenport, Iowa, Happy Joe's has grown into a multi-million dollar business with franchise locations in Iowa, Illinois, Wisconsin, Minnesota, Missouri, and North Dakota. The family-owned pizzeria and ice cream parlor chain is known for its gourmet specialty pizzas – most notably its signature Taco Pizza. To find out more about Happy Joe's, visit: www.happyjoes.com.

## About Beratung

Darin Pauls is the CEO and founder of Beratung, LLC. A Microsoft Certified Partner and CPA with over ten years of technical consulting experience, Pauls's mix of talents has proven to be rare and widely sought after. Pauls has worked extensively with various types of ERP, CRM and business management systems, and has implemented Enterprise Automation for many small to large companies. Find out more by visiting: beratungusa.com.

## About SpeedLine

SpeedLine Solutions Inc., is the leading provider of intelligent solutions for pizza and delivery point of sale. A total pizza information system, SpeedLine helps restaurant operators and enterprise chains operate more efficiently and profitably. With offices in Lynden, WA, and Vancouver, BC, SpeedLine serves customers in the USA, Canada, and Europe. For more information, visit: www.speedlinesolutions.com.

Tweet this Share on Facebook