S&L Hospitality
www.slhosp.com

COMPANY

- Location: Headquarters near Madison, WI, US; properties in Wisconsin, Illinois, Indiana, Minnesota and South Dakota.
- Industry: Hotel/resort management; gross revenues across managed assets exceeded $35M in 2012

OVERVIEW

Founded in 2005, S&L operates hotels and resorts with approximately 500 employees. After a fire at their headquarters in August 2011 the company switched from their 1990's software to Acumatica, improving data management and productivity.

KEY RESULTS

- Cloud-based ERP system allows access by employees outside of the office
- Time-savings and improved productivity through data import/export capability
- Cost savings since no licensing fee is required to temporarily add a company
- Multiple companies can have customized reports to suit their specific needs

Hotel/Resort management firm purchases Acumatica, implements new ERP system in two weeks

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- Dan Egan, Director of Accounting, S&L Hospitality

SITUATION

For several years S&L Hospitality had relied on outdated software, Yardi Property Management and Yardi Construction Management. S&L Director of Accounting, Dan Egan, observes, "It was not moving forward. If we'd wanted to stay with that brand, we would have had to buy a whole new system."

In 2011 S&L started to research their options. Dan Egan says, "We went with one company for one of our hotels, M3 Hotel Accounting. It was specifically designed for hotel managers and operators. It wasn't quite as customizable as we'd hoped. It had some flaws with reports. We didn't get enough of the information we needed."

Then, in August of 2011 a fire destroyed the S&L Hospitality headquarters. Egan notes, "We had to scramble to put together an entirely new system."

SOLUTION

S&L found Acumatica almost by accident. After the fire, S&L had to act quickly to get up and running again. Egan says, "I reached out to a few different companies, such as Microsoft Dynamics, NetSuite, SAGE. One

of S&L's owners was good friends with the owner of another company who had used Mike Garverick (of Acumatica partner TechVisions)."

Dan Egan contacted Mike: "We discussed differences (between the options). Mike brought in Acumatica, a growing company making a product that was completely flexible. We were dealing with a time crunch; we didn't have time to set up demos of different ERP systems. It seemed like Acumatica was flexible enough to meet our needs, and then we had Mike to really help get it installed."

It took a couple of weeks to finalize the purchase and within another two weeks Mike and Acumatica were able to implement S&L's new ERP system, Acumatica 2.0. Since 2011 S&L upgraded to Acumatica 3.0 and expects to upgrade again in 2013. S&L purchased a license for an unlimited number of companies, hosted on-site; they currently have 15 separately-owned properties and three management

companies on Acumatica. They initially bought the Financial Management Suite, but have recently added the Project Accounting Suite. They are also considering adding the Distribution Management Suite.

BENEFITS

Egan reports, "We definitely saw time savings, and productivity increase, because of the ability to import and export data. I was concerned with simple data entry errors—transferring sales information from a property's Excel spreadsheet to the accounting system, there's always potential for error. We were able to have templates set up so information goes in automatically; I don't have to worry about a keying error. That definitely saves time. That's a great functionality."

The licensing is a definite benefit, says Egan, "Recently S&L has been doing management or receivership for banks foreclosing on a hotel—we can add one into the ERP in about an hour. Not having to pay a licensing fee for a temporary company is great—there's no license cost to the bank or a new owner."

S&L has also benefited from Acumatica's ability to customize their system, Egan says. "Some of our companies have different charts of accounts, different financial

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reports to run and print. We can have truly different companies within Acumatica and our database, and can customize reports for each company, which is very nice."

Egan also appreciates the flexibility of having a cloud-based system: "We can access Acumatica at a property, and don't have to be in our office. At some of our larger properties we've opened it up; anyone who's allowed can access the system. All in all we have a much better system. We're always up-to-date, we don't have to worry. We're hosting our own database, so we're in charge of all aspects."

As a management company, S&L handles the accounting for different entities, and Egan notes, "If your ERP system is not reliable you can't do your job. It's nice that Acumatica has been so responsive to our needs. They offer a lot of new state-of-the-art technology that we haven't needed to take advantage of yet, but they are continually trying to stay ahead of the curve and bring things to the table that you will want to use in the future as you grow. The way that they're listening to their customers is great."