STELLAR ONE

Streamlining Success
How Custard Stand Chili Transformed Operations With Acumatica ERP

Custard Stand is a beloved hot dog chili manufacturer based in Webster Springs, West Virginia. The business has grown tremendously since its humble beginnings in a converted car wash bay.

Owned by Angie Cowger *(The Chili Queen)* and managed alongside Jamie Lynn Beakley *(The Chili Wrangler)*, the company has expanded from a small takeout dairy bar to a thriving business with over $2.75 million in sales.

Guided by Stellar One, Custard Stand Chili leveraged Acumatica Cloud ERP to overcome significant operational challenges and continue its impressive growth trajectory.

- Established: 1991
- First Year Sales: $75,000
- Current Annual Sales: $2.75M
- Employee Count: <10
- Milestones:
  - 2003: Began manufacturing hot dog chili
  - 2006: Added first warehouse
  - 2014: Moved restaurant to community hub area
  - 2016: Appeared on Shark Tank
  - 2020: Started working with a co-packer
  - 2023: West Virginia Woman-Owned Small Business of the Year
- Retail Partnerships
  - 700+ Kroger stores
  - 589 Walmart locations

CHALLENGE

Expanding operations as demand grew, Custard Stand faced growing pains by 2022 that couldn't be ignored.

With multiple warehouses and an anchor spot in the central restaurant hub in Webster Springs, the business needed to overcome operational roadblocks.

Complex ERP System

SAP Business One was complex and challenging to use, leading to operational efficiencies and frequent retraining.

High Support Costs

The fees charged for support created a financial burden.

Rapid Expansion Needs

New contacts from major retailers like Kroger and Walmart called for an ERP solution that would be able to handle increased demand while streamlining operations.

> "
> *We had concerns about when switching...were people going to carry over the same old mindset about the old system?*
>
> *And that has not happened. The results have been very favorable, very positive about Acumatica."*

Angie Cowger
Majority Owner & Chili Queen

on making the move from SAP Business One to Acumatica

SOLUTION

Custard Stand Chili partnered with Stellar One to transition to Acumatica Cloud ERP. Known for its ease of use and robust functionality, Acumatica also offered the scalability this growing company needed.

Stellar One worked with the team at Custard Stand to provide comprehensive support throughout the process.

FAST IMPLEMENTATION

The switch to Acumatica was **completed in just three weeks**, a significant improvement over the three-month implementation for the previous system.

COMPREHENSIVE ONBOARDING

Stellar One hosted all necessary resources in Chili Stand's private member portal, ensuring a smooth transition.

TIME TO IMPLEMENT COMPARISON

3 Weeks **Acumatica** The Cloud **ERP** VS. **3** Months **SAP Business One**

RESULT

After the transition from SAP Business One to Acumatica Cloud ERP was complete, the team at Custard Stand Chili identified these key improvements:

User Interface: Acumatica's intuitive design makes it easier for employees to navigate, reducing the need for constant retraining. Jamie Lynn Beakley noted, "The overwhelming response from the office is that Acumatica is much easier, much more user-friendly, much less scary."

Enhanced productivity: The simplified interface and seamless functionality boost office morale and productivity, allowing employees to focus more on their tasks and less on struggling with the software.

Cost Savings: By eliminating the high support costs associated with SAP Business One, Custard Stand can reinvest those savings into further business growth.

Mobile Capabilities: Acumatica's mobile app, which enables real-time order entry and management, is especially useful during trade shows. Jamie Lynn highlighted, "We can sell or enter sample orders while we're at food shows," which enhances efficiency and customer engagement.

Streamlined Operations: The new system integrates smoothly with Custard Stand's existing processes, handling inventory management, order processing, and reporting with greater efficiency.

> *During the onboarding process, Stellar One provided a portal that hosted absolutely everything that we needed...*
>
> *I don't think I've waited longer than five to ten minutes to get response from someone.*

Jamie Lynn Beekley
Inventory & Logistics Manager & Chili Wrangler

Visit us at stellarone.io to learn more.

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