STREAMLINING SUCCESS: HOW CUSTARD STAND TRANFORMED OPERATIONS WITH ACUMATICA ERP

OVERVIEW

Custard Stand, a beloved hot dog chili manufacturer based in Webster Springs, West Virginia, has seen tremendous growth since its humble beginnings in a converted car wash bay. Owned by Angie Calgar, known as "The Chili Queen," and managed alongside Jamie Lynn Beakley, "Chili Wrangler," the company has expanded from a small takeout dairy bar to a thriving business with $2.75 million in sales last year. This case study explores how Custard Stand leveraged Acumatica ERP, guided by Stellar One, to overcome significant operational challenges and continue their impressive growth trajectory.

THE JOURNEY & CHALLENGES

Custard Stand's growth journey began in 1991 when they started as a takeout dairy bar. By 2003, they began manufacturing their famous hot dog chili, expanding their operations as demand grew. Today, they have multiple warehouses and a central restaurant hub in Webster Springs.

OPERATIONAL CHALLENGES:

Complex ERP System:
Their previous ERP system, SAP Business One, was sophisticated but too complex for many employees. This complexity led to frequent retraining and operational inefficiencies.

High Support Costs
The costs associated with support for SAP Business One were high, creating a financial burden.

Rapid Expansion Needs
With new contracts from major retailers like Kroger and Walmart, Custard Stand needed a more user-friendly ERP solution to handle increased demand and streamline operations.

AT A GLANCE

Challenges

- SAP is too complex
- Always retraining users
- Operational Inefficiencies
- Rapid business expansion required
- High cost of support

Solutions

- User-Friendly Interface
- Rapid Implementation
- Mobile Capabilities
- Comprehensive Support

"We had concerns about when switching... were people going to carry over the same mindset about the old system?

And that has not happened. The results have been very favorable, very positive about Acumatica."

Angie Calgar
Chili Queen & Majority Owner

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BY THE NUMBERS

- Year Established: 1991
- First Year Sales: $75,000
- Current Annual Sales: $2.75 million
- Expansion Milestones:
  - 2003: Began manufacturing hot dog chili
  - 2006: Added first warehouse
  - 2012: Added second warehouse
  - 2014: Moved restaurant to community hub in Webster Springs
  - 2020: Began working with a co-packer
- Retail Partnerships:
  - Kroger: Over 700 stores
  - Walmart: 589 stores
- Employee Count: Started with 6 employees and still expanding
- Awards: West Virginia's Woman-Owned Small Business of the Year
- ERP Implementation:
  - Previous ERP: SAP Business One
    - Implementation Time: 3 months
  - Current ERP: Acumatica
    - Implementation Time: 3 weeks

> "
> 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 a response from anyone.
> "
>
> Jamie Lynn Beakley
> **Chili Wrangler & Inventory and Logistics Manager**

THE SOLUTION: SWITCHING TO ACUMATICA

To address these challenges, Custard Stand transitioned to Acumatica, an ERP system known for its ease of use and robust functionality. The implementation was guided by Stellar One, who provided comprehensive support throughout the process.

IMPLEMENTATION HIGHLIGHTS

- Quick Transition: The switch to Acumatica was completed in just three weeks, a significant improvement over the previous system's three-month implementation.
- Comprehensive Onboarding: Stellar One's member portal hosted all necessary resources, ensuring a smooth transition.

KEY BENEFITS

- User-Friendly Interface: Acumatica's intuitive design made it easy 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 boosted 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 could reinvest those savings into further business growth.
- Mobile Capabilities: Acumatica's mobile app enabled real-time order entry and management, especially useful during trade shows. Jamie Lynn highlighted, "We could sell or enter sample orders while we're at food shows," which enhanced efficiency and customer engagement.
- Streamlined Operations: The new system integrated smoothly with Custard Stand's existing processes, handling inventory management, order processing, and reporting with greater efficiency.