Same Old Dog, Same Old Tricks

Just a Lot Better

How LupinePet Preserved their Business Processes and Boosted Customer Service with New Technologies

Who is LupinePet?

LupinePet was founded by three New Hampshire inhabitants: the owner of a wolfdog (named Blaze), his friend and coworker, and their mutual acquaintance — who fashioned Blaze's collar.

Blaze's collar drew a lot of attention over the years, as pet owners and outdoor enthusiasts grew unsatisfied with cheaply-made and low-cost products sold by major corporate pet store franchises. The collar's durable patterned webbing and lively design were unlike any other products on the market at the time. Eventually, that collar prototype became the foundation of LupinePet's hand-made products, which are now sold in all fifty U.S. states and in more than a dozen countries around the world.

While LupinePet's top-notch collars, leashes, harnesses, couplers, ID tags, and other pet training products speak for themselves, their claim to fame is their lifetime "Even if Chewed" guarantee to replace any pet gear accidentally damaged. No receipt needed, no fine print, no expirations. This reflects LupinePet's core values: transparency, simplicity, and compassion. They are dedicated to providing high-quality and sensible products that will stand the test of time in safety and style for beloved pets everywhere.

LupinePet
GUARANTEED (Even if Chewed)®

Company Type
Pet gear manufacturer and retail distributor

Headquarters Location
Conway, New Hampshire

Size
60 employees

Solution Before BrainSell
Peachtree Accounting

Solution After BrainSell
Sage 100 ERP

The Problem

The people at LupinePet are essentialists at heart. This is what drew them to a first-generation finance management solution called Peachtree Accounting, released in the early 1980s. Employees appreciated the simplicity of the Peachtree platform and its core accounting functionalities.

After Peachtree was acquired in the 1990s, it was intentionally phased out of the marketplace. Technical support for the platform became near nonexistent.

Their system became very fragile, but they "knew where the duct tape and chewing gum was" — meaning, the tips and tricks for keeping the system running — according to President Dave Jensen. They were (and still are) a scrappy group who often come up with creative makeshift solutions to technical problems on the fly.

But Peachtree was a ticking time bomb and they grew increasingly concerned that they would walk into work one morning to find a smoking pile in the server closet. It was time to find a new solution.

From the Source:

At one point, we called up the support line with a Peachtree problem and were told, "Sorry, never heard of that problem before, can't help you. But let us know how it goes!"

– Scott Badger, Vice President

However, the search for a new a solution wasn't so easy. LupinePet first purchased SAP enterprise software, but had to abandon the product during implementation. They were under the impression that SAP could toggle between open-item and balance forward accounting models (as Peachtree did), but it turns out that SAP was a **balance forward only** platform.

SAP representatives failed to specify this, despite that LupinePet made it clear they needed open-item functionality. Horrified by this huge waste of time and money, they took a near decade-long hiatus from the search for a new solution.

After the hiatus, LupinePet considered NetSuite but felt that representatives were playing games with pricing and discounts. They had cause to believe that NetSuite would find a loophole to charge them at different rates after onboarding them.

They started to believe that available products were just too complex and that vendors were just too deceptive — until they contacted BrainSell.

FROM THE SOURCE:

We had a guy in Texas who was the only contractor left actively working with our version of Peachtree. He did all our heavy support work, bug fixes, and what have you — but then he died. And then we *literally* had no support.

– Dave Jensen, President

THE SOLUTION

A Customized and Integrated New Solution
and Trustworthy Technical Support

After coming across a BrainSell blogpost about matrix order forms and connecting with an ERP specialist, LupinePet worked with BrainSell to map out their business needs and select a new solution: Sage 100 ERP.

Along with basic accounting and invoicing functionality, LupinePet's new solution needed custom development work in order to integrate their unique website order entry matrix system — complete with color codes, margin icons, and checklists — with the Sage sales order feature.

With some custom work from BrainSell and K4 Systems, their Sage instance was successfully integrated with their matrix system to ensure that order information automatically uploads into Sage when customers place orders through

From the Source:

Many solutions we looked at had a universe of bells and whistles that we couldn't whittle down to our needs. Sage appealed to us because of the ability customize certain features, and also because we could opt out of the features we were never going to use.

– Dave Jensen, President

their website. Before this, employees had to manually transfer order information from the matrix system into Peachtree.

LupinePet's approach to technology is extremely utilitarian. They love their software-free homemade manufacturing system which they developed with help from a consultant. They aren't interested in ornate software with unnecessarily complex features. They wanted to disable ERP, MRP, inventory management, and a plethora of other Sage features.

These are uncommon requests from clients, but BrainSell was happy to make Sage dance to LupinePet's tune. After going live with the fully customized and integrated solution, LupinePet's relationship with BrainSell shifted. Whereas they had no technical support before with Peachtree, they now have a trustworthy and reliable support resource in BrainSell and their engineering team.

THE RESULTS

Better Customer Service, Fewer Technical Problems, and Peace of Mind

LupinePet saw immediate results. Sage is much more efficient and dependable than Peachtree ever was. Due to their extensive customization, their Sage instance functions a lot like how Peachtree originally functioned — except it's faster, better supported, and fully integrated with their order entry matrix system.

As predicted, they have saved a lot of time and effort since their switch to Sage. For example, it now takes their accounting and finance teams about 15 minutes to close out the month, whereas it used to take hours or days to do this within Peachtree. But what they didn't predict was that the switch to Sage would impact customer service more than anything else. The time employees used to spend manually entering data from the matrix system into Peachtree is now spent interacting with customers, calling customers in real-time to personally thank them for orders, and fulfilling service or support duties.

Above all, the greatest result of the switch to Sage has been the positive effect on employee mental health and peace of mind. Going to work every morning with the fear that Peachtree would completely fail beyond repair and they would lose all their accounting and invoicing information was stressful and exhausting. Now far less goes wrong with their software, and if something does go wrong, they have BrainSell to help them fix it.

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ABOUT BRAINSELL

BrainSell helps companies thrive by solving business challenges with expert guidance and best-of-class technology. We have offered unbiased software selection, implementation, support, and consulting services to clients of all sizes across North America for over 25 years.

Our methodology involves helping clients identify the clearest areas for potential improvement in their processes. If technology can help you, then the BrainSell team can guide you on your path to business growth.

Looking into ERP and Accounting Technologies?
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