

# THE VALUE OF FLEXIBLE ACCOUNTING IN THE RESTAURANT INDUSTRY

## HOW MARTIN'S RESTAURANTS USES A SCALABLE, CLOUD-BASED ACCOUNTING SYSTEM

Images Courtesy of Martin's Restaurants

### THE COMPANY

Martin's Restaurants have been serving piping-hot, made-from-scratch biscuits and other breakfast and lunch cuisine to the greater Metro Atlanta communities since 1962.

Currently, Martin's Restaurants owns and operates 20 [locations](#) – and is not stopping yet! With many more prospective restaurant locations on the horizon, the company continues to grow alongside its budding customer base.

The company likes to keep things simple, delicious, and fresh. From their made-from-scratch biscuits, hand-breaded chicken filet sandwiches, chili-slaw dogs, great-tasting burgers, freshly made onion rings, and much more, there are plenty of options to satisfy their customers' breakfast and lunch appetites.



### COMPANY TYPE

Restaurant / Food & Beverage

### HEADQUARTERS

Mableton, Georgia

### SOLUTION(S) BEFORE BRAINSELL

- Sage 300
- Microsoft Excel
- On-premises Server

### SOLUTION(S) AFTER BRAINSELL

- Sage Intacct

# THE CHALLENGE



## Costly On-Prem Financial Systems Causing More Pain than Progress

Martin's Restaurants initially managed its finances with Sage 300. As the company continued to grow, it was clear that the business management software could not keep up with the company's needs.

The company's Sage 300 instance was housed on-premises, meaning that any updates to the software would take considerable time and money to meet employee needs. Also, storage on the company's server costs substantial money once more locations open. Specifically, Martin's team felt that the system was too cumbersome for what the company needed it to do for daily, monthly, and annual tasks.

The lack of flexibility and scalability ultimately negatively impacted employee productivity. It made it highly tedious for Martin's to manage its books—especially once more stores began opening across different state lines.

"Each location has a standalone financial statement that then rolls up into one corporate statement," said Jon Molander, Co-Owner and Controller of Martin's Restaurant. "With Sage 300, we could not get the software to complete this task, which left us manually doing it by creating 20 unique tabs in a Microsoft

Excel workbook and then adding formulas manually to formulate the corporate statement. That just seemed ridiculous for as large a company as we are."

Martin's team understood that the ideal situation was to find a new ERP system based in the cloud, offering peace of mind from not having to worry about data storage or anything like that. Furthermore, the team knew that a cloud-based system would make it easier for employees to do their job by offering near-real-time access to data across all its different entities.

### FROM THE SOURCE:

"We had times when employees' desktops were locked up, or they couldn't connect, or there'd be an issue with how slowly Sage 300 was loading. We just found the software too cumbersome."

— Jon Molander,  
Martin's Restaurants

# THE SOLUTION

## A Streamlined, Cloud-Based Accounting Software that Grows with the Company

Martin's Restaurants initially researched options for updating their current software. However, that would bring costly updates to the server on-premises and for the Sage 300 software. As the price tag for the work climbed, it was clear that a newer solution was a better option for the team.

Working with BrainSell to assess other accounting software options, the Martin's team decided to move forward with Sage Intacct, a highly flexible, robust financial management solution that can adapt to the company's workflows and reporting requirements.

### FROM THE SOURCE:

"Sage Intacct is much faster than our prior accounting software. We're no longer having problems with data not loading or systems crashing. The software not only meets my needs, but my staff believes Sage Intacct is more intuitive for them."

– Jon Molander,  
Martin's Restaurants



The software is designed to scale seamlessly with the business as it grows. Now, Martin's Restaurants can continue to grow as planned without its accounting software getting in the way.

Approximately three months of work and training were done with BrainSell before Martin's Sage Intacct instance went live. The BrainSell team worked on uploading hundreds of financial data files from the old Sage 300 instance, which was aggregated and shared by the Martin's team.

BrainSell programmed the solution to ensure the 20 Martin's locations were easily accessible. Also, the reporting functionalities better position the Martin's team to drill down into each location's financial data and roll it up into the holistic corporate statement to better assess the company's financial health.

Along with the hands-on training with the BrainSell team, Sage Intacct offers a variety of online resources for users to self-teach on their terms and understand unique aspects of the software that can take their company to the next level.



# THE RESULTS

## Fewer Expenses, More Productivity, and Happier Employees

With Sage Intacct, Martin's Restaurants has a more intuitive accounting platform that can adapt and evolve to the needs and growth patterns of the company.

Furthermore, Martin's employees have accounting software that isn't a headache to work with — meaning they can get their jobs done faster and painlessly.

### FROM THE SOURCE:

“Thanks to BrainSell and Sage Intacct, our system makes it much easier for us to grow without having to add staff and not have to have any big expense. We'll now just pay annual maintenance fees for our cloud instance.”

— *Jon Molander,*  
*Martin's Restaurants*

The software can do the heavy lifting with financial reporting and accounting. Sage Intacct will save the company additional financial resources to invest in other parts of the business in the long term. As an added benefit, Sage Intacct positions the Martin's team to continue expanding the business and opening new locations without adding additional staff.

“We no longer need to worry about doing any offline reporting,” Molander said. “The system reacts quickly, and it has been more intuitive for other employees and me to work with.”

Furthermore, Martin's Restaurants no longer has to worry about the significant expenditures of maintaining a server on-premises. Consolidating spending in such a way gives the company more financial capital that can reinforce other functions of the business. Ultimately, the company now has deeper financial visibility, allowing them to make educated strategic decisions to continue fueling its growth journey.



## 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.

Want to learn more? Reach out today to talk with one of our growth enablement experts!

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