

## Marilyn Monroe™ Spas

www.marilynmonroespas.com

### COMPANY

- Location: Headquarters in Florida; salons and spas in Florida, New York, California and Hawaii
- Industry: Salons and spas offering wide range of services and products

### OVERVIEW

Marilyn Monroe Spas needed to exchange mission-critical data between their branches and business units to effectively increase productivity and support their growth. Unable to do so with QuickBooks, they chose Acumatica over Dynamics GP for its extensive inter-company capabilities; in addition, preferring Acumatica's reporting capabilities and the effectiveness of its SaaS, cloud-based licensing model.

# Multi-service business switches to Acumatica from QuickBooks, improves connection and control of data between companies

**“We have a significant number of transactions between multiple companies. Acumatica will make it easier to manage our business on a daily basis.”**

- Kristin Rider, Controller, Marilyn Monroe Spas

### SITUATION

Marilyn Monroe Spas started operating in 2012 and has expanded their operations to include half a dozen locations in Florida, two in California, one in New York City and one in Hawaii. Many of their facilities are located in hotels and resorts and offer a full-range of services including nails, hair, makeup, massage and facials.

According to Kristin Rider, Controller at Marilyn Monroe Spas, “Our company is growing quickly. Marilyn Monroe Spas is not only a Glamor Salon, Hotel and Resort Spa, and Nail Lounge, we are a wholesale products company as well. Our recent business expansion also includes franchise opportunities and we will soon be expanding to open a school to teach the Marilyn Monroe Spa methodology.”

Because they have such a wide variety of businesses to manage, Ms. Rider says they realized in the fall of 2014 that they needed to switch from their basic accounting software: “QuickBooks just doesn't cut it when you have multiple companies with extensive transactions between each company. We really needed a good solution for that.”

### INITIAL SEARCH

The need became more urgent when new investors indicated they would only commit if the company purchased a new accounting system. Ms. Rider says they started preliminary evaluations last March, but quickly suspended the process because of her previous experience with Microsoft Dynamics GP. She reports, “I was a Great Plains consultant and was pretty set on going with that because it's something I'm familiar with. As a result, we didn't do an extensive evaluation.”

This decision would ultimately lead Marilyn Monroe Spas to SSSYH (Stanley Stuart Yoffee and Hendrix, Inc.), an ERP and CRM business software solution provider located in the Orlando and Fort Lauderdale metropolitan areas.

### SOLUTION

Initially, Ms. Rider looked for a Dynamics GP solution partner that would provide



Microsoft Dynamics GP in a hosted environment. Since she had challenges getting timely information from the firm she first contacted, she reached out to an IT infrastructure solution provider in their business complex. They strongly recommended SSYH based on their experience and reputation in the ERP and CRM community. Ms. Rider explains further, “From the beginning, the team at SSYH responded in a timely manner with valuable information. They were consistent and considerate of my time without being pushy”.

As they further discussed the proposed switchover to Great Plains, SSYH asked Ms. Rider if she’d heard about Acumatica, adding that it might be a better fit. She was excited to learn that not only was Acumatica cloud-based, but that it offered out-of-the-box inter-company capabilities, something that Microsoft Dynamics GP couldn’t match.

Ms. Rider says she appreciated SSYH’s helpful approach to Marilyn Monroe Spa’s business decision: “They could have just sold us Great Plains and we would have gone on our merry way ... but they suggested something else and I didn’t feel like they were overselling it. They’re a great partner. I enjoy working with them—I like the team.” Ms. Rider said that it became clear that Acumatica, Power BI and SSYH implementation services were the right choice. This integrated solution also eliminated their need to purchase another Business Intelligence tool.



## BENEFITS

The Controller says so far she has most appreciated the ability Acumatica gives them to exchange information between their different companies through the Cloud. Ms. Rider says, “We have a significant number of transactions between multiple companies. Acumatica will make it easier to manage our business on a daily basis.”

Acumatica’s Content Pack for Power BI is going to help Ms. Rider and managers throughout the company to generate business intelligence and related reports from the spas, salons and other businesses. The Controller stresses that financial data reporting is critical to be able to manage

the company: “It’s what you can hand to your board, it’s what you can provide for the departments, it’s what you can give people to see what’s going on—that’s what is vital in accounting systems.”

Ms. Rider says they have started creating sales reports through Acumatica, with more types of reporting to come: “We have recently finished implementing the Power BI integration with Acumatica for the creation of daily sales reports with information from all of our locations. This is saving our General Managers a significant amount of time and is proving to be a powerful tool for our business.”