

## The Macabe Associates

www.macabe.com

### COMPANY

- Location: Headquarters in Seattle, WA, US
- Industry: Software consulting/development

### OVERVIEW

Founded in 1985, The Macabe Associates is a leading reseller and developer of Sage Software. With 10 employees and more than 300 customers, Macabe switched its internal system to Acumatica after 28 years on Sage ERP applications.

### KEY RESULTS

- Successful transfer of eight years of financial and customer data from Sage 500 using toolkit specifically created by Macabe
- Replaced patchwork of Sage software applications (including Sage 500 and SalesLogix) with a single integrated system
- Elimination of duplicate of data-entry boosts productivity
- Anytime/anywhere access allows employees to work remotely
- Complete internal implementation of Acumatica shows customers how beneficial it is to switch

# Leading Sage 500 reseller switches to Acumatica, converts eight years of data

“To know that we have our CRM integrated with our Accounting, integrated with our Project Accounting, is excellent. The increased productivity when we’re not doing duplicate data entry is a big deal.”

- Mary Abdian, President, The Macabe Associates

### SITUATION

The Macabe Associates manages an extensive, complex array of services, says Company President Mary Abdian, including ERP project implementations, technical support plans, fixed fee engagements, and managed-service engagements. For example, Macabe recently deployed a new route management system and eCommerce site for a large local dairy company, delivering to 40,000 customers weekly.

Ms. Abdian reports that after 28 years of using Sage applications, it was critical that their aging business systems were updated with something more tightly integrated. “We had systems that were retiring. CRM was not integrated with ERP, timekeeping and expense entry was a separate application, and technical support incidents required duplicate entry for billing. We wanted the same thing as many of our prospects and customers: a single next-generation application that could run on any device, from anywhere, one that could meet customer service, sales, project management and finance requirements.”

New Sage applications were coming; when they learned it would be a hybrid process with some client-server components

and some web-based services, they decided they needed a true Cloud-based application. Macabe’s Director of Sales and Consulting Services, John Nicholson, says, “We were not satisfied with the delays and the compromised architecture ultimately being delivered. Acumatica provided an opportunity to make a jump to a next-generation product for both our internal systems needs and for our customers requesting a change.”

### SOLUTION

The Macabe Associates implemented Acumatica with Financial Management, Customer Management, Distribution Management, and Project Accounting suites hosted on-premises.

Because of the on-going daily need to review Macabe’s customer sales and detailed financial history, simply retaining business-critical information in a legacy database wasn’t an option. Nicholson says Macabe had approximately 10 years of customer project and purchase history they



needed to bring forward. Macabe also knew its clients wouldn't settle for keeping their legacy applications around for reference purposes either.

Using Acumatica's flexible data integration tools combined with a deep understanding of Sage 500 database schema, Macabe created a conversion toolkit that enabled the successful migration of the transaction history into Acumatica. Today, every customer, vendor and financial transaction previously created in their Sage 500 application is available for review in Acumatica. "This means lower maintenance costs, less training time and delays in consulting staff coming up to speed, and more overall efficient use of our systems," adds Nicholson.

## BENEFITS

Acumatica offered exactly what Macabe needed internally: "The ease of access, increased productivity, and a development platform that supports rapid and cost-effective customization are key reasons why Acumatica contributes to our success," says Abdian. Additionally she says, "Now I can log on to Acumatica from my iPad; I couldn't do that previously."

Nicholson is also pleased, "Acumatica gives us a platform that we can support employees with, whether they're mobile or internal, and gives us a platform that we can extend to our customers and help them

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achieve success using similar techniques. It makes an absolutely huge difference to our company going forward."

Nicholson likes the hosting choices provided by Acumatica: "Acumatica allows us to keep our options open in terms of having things local for the near-term, but also being able to easily migrate to the Cloud later."

Macabe is also enjoying an additional opportunities created by leveraging their own data conversion experience. Partners and customers can now purchase fixed price Sage to Acumatica conversion

packages from The Macabe Associates, which automates about 70% of the process.

"Experience is certainly the best teacher," Abdian concludes. "Being able to genuinely say 'we know what the move to Acumatica is like and how a company can benefit' is invaluable. When a customer says 'Why Acumatica?', we'll say: 'We switched to Acumatica, we know it's a modern platform with extensive enterprise capability.' We encourage companies to see how an Acumatica implementation can contribute to their success."