

## *Measurable Results™* – MainStage Theatrical Supply, Inc.

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I'm Craig Sternke, President of Mainstage Theatrical Supply Incorporated. We are a Wisconsin-based firm that started 43 years ago in Milwaukee, as a small company that was doing shows and selling supplies to local theaters.

We have since that time grown to having four offices and have evolved into more of a contractor that would supply theaters, churches, casinos, and now with the advent of LED lighting, anything that you see with colored lighting that changes colors on the outside of buildings and bridges, is something that we also do now.

We have the construction side, we have the retail side, we have to try and put all of those numbers together for not only just general financial information but the managers need to know how their teams are working. Our business is so convoluted. It's so complex, trying to gather all of the information into something that's digestible. It's been really, really, really challenging because it's different kinds of information. The old system was not a system, I think that's the best thing to say about it. We were functioning off of a kind of self-built database as well as Excel sheets. We didn't have a great system in place before.

The discovery process of figuring out how to put this all together and what we needed the SVA team was incredible in asking really detailed questions and kind of surprised me actually in how well that they got down to what they needed to know to give us the best advice for how we needed to put the system together because there's so much capability to it. So we came to SVA sharing ideas a long time ago, said hey okay here's what we have and here's what we need and both our understanding from a system standpoint for kind of the back end stuff, which is my specialty and the front end stuff which is her specialty, SVA was very helpful in kind of explaining and working with us to not only develop that system but really educate us on the system.

Acumatica has improved our overall day-to-day operations ten-fold. I can manage my inventory for each office in a quick manner and compared to how it was previously, which was with a lot of hair pulling. Acumatica is, I love it. I cannot say enough about it. Moving to Acumatica, you know putting the CRM in place was definitely a huge upgrade. The changes we implemented with SVA we now have streamline communication internally. Anytime we go to a trade show now, we're creating leads on this trade show floor. We're able to track those, we're able to actually send those off to a salesperson or an inside salesperson that might be in the office and from there, they're able to reach out before we even tear down that trade show booth. We're now able to effectively see how much each one of our sales people is communicating with customers as well as how many dollars they're quoting on a daily basis, where before it was we really didn't have that information easily at our fingertips. You know one of the challenges we were seeing though is trying to really get kind of the in-depth

understanding of a project both in terms of materials and our labor, so we estimate, hey we're going to go out, we're going to do this, we're going to do this, we're going to do this, and if I'm not getting say any kind of feedback separate from our travel versus our what we call rough in versus our actual finish install but I get feedback it's just one lot of labor we're getting out of SL or whatever system we're using. Acumatica does give us the ability the way we have it set up to say okay we our sales team, Nick and his team, they estimated you know 12 hours to go out and do the rough in, our guys took five days to do it, so we can look at that and get that dynamic data back to see you know where under runs or overruns where own it.

One of the things that's been super helpful is that I can pull my financial information out of the system, put it together, and get it deployed out in now a matter of minutes where it used to take me sometimes days. but using like Velixo with Acumatica has been awesome and kind of fun from my perspective but it has saved me so much time gives me way more time to get in there and delve into process and procedure which helps the rest of my team.

The support we've got at SVA is topnotch. You know, anytime we had an issue, you guys were right there to answer the questions, solve it, and move forward and then also look at, hey let's go this direction, let's look at kind of doing this path, and kind of guiding us to things that maybe we didn't even know we needed or ways that we didn't even know we could do things and you guys were really helpful in pushing that along too. Working with SVA was great. I love the team, I'm just going to say. We have been able to craft the right processes and you know put things together in the system the way that works for our company and allows us to more efficiently more effectively do our work.

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