

CUSTOMER SUCCESS



## Diversifolia Branches Out With Sage BusinessWorks

If you love the look of interior plants but lack a green thumb, Diversifolia, Inc. has an answer. Diversifolia provides quality plants to Midwest businesses, and then maintains its interiorscapes so they stay fresh and vibrant. They also offer both salt- and fresh-water aquariums and aquascapes.

Diversifolia has won the Grand Award and Judge's Award from the American Landscape Contractors of America (ALCA), the most prestigious honor in the industry, as well as three national Grand Awards and 27 Best Project Awards from Interiorscape Magazine.

### Weeding Out the Old System

Diversifolia challenges potential customers with the slogan, "Give us a try...We'll grow on you." And "growing" has been the name of the game for most of the company's 14 years, as they have added new clients and acquired related businesses. One recent acquisition was a floral shop with a batch of PCs, which Diversifolia used to replace their outdated Macintoshes. The PCs were great, but the accounting software they ran proved to be inadequate for a firm of Diversifolia's size.

"I went on the Internet and found a terrific consultant who really understood our needs," says Cathy Shackelford, Diversifolia's office manager. "She sent me a demo of Sage BusinessWorks Accounting so I could give it a try. It did everything she said, and more. It helped me automate almost all of the data I deal with on a daily basis. I easily upgraded the demo to the full-fledged Sage BusinessWorks system, and then upgraded again this year when we installed a new operating system."

### Prepared for Growth Spurts

Sage BusinessWorks now manages all of Diversifolia's accounting functions, including accounts receivable, accounts payable and payroll. Order entries for both the monthly maintenance and the sales sides of the company have been automated with ease. In the future, Shackelford plans to add inventory control features to the system as well.

"Our accountant loves the reports we create with Sage BusinessWorks," says Shackelford. "If we need to change a price entry, or find out when an invoice went out, it's all right there. We can check on backorders for instance, and verify that we're not double-billing the customer."

**Customer:**

**Diversifolia, Inc.**

**Industry:**

Interior plantscapes and aquatics

**Location:**

Saint Louis, Missouri

**Number of Locations:** One

**Number of Employees:** 17

**System:**

**Sage BusinessWorks**

- Accounts Payable
- Accounts Receivable
- Cash Management
- General Ledger
- Inventory Control and Purchasing
- Order Entry
- Payroll
- System Manager

**CHALLENGE**

Acquire an automated system that is powerful and smart enough to streamline operations for a rapidly expanding business.

**SOLUTION**

Sage BusinessWorks financial, Order Entry and Inventory Control modules.

**RESULTS**

Streamlined automation; exceptional reporting; easy, instant data access; more accurate forecasting; more strategic management; monthly invoicing in a few hours vs. days.

Diversifolia's insurance renews on April 1 of each year, so it's necessary to have payroll information running from April to March. Shackelford can run the report at the touch of a button by simply setting new date parameters.

Another useful system feature is the ability to pull up expenditures with a particular vendor, or revenue received from a particular customer. Information can be broken out however Shackelford wants, permitting better forecasting and targeted sales efforts.

Shackelford produces several hundred invoices on the first of each month, a task that used to take the entire day. Now she does it in just a few hours, thanks to Sage BusinessWorks. Added to other efficiencies, she figures the new system is saving her a total of three days every month.

"Sage BusinessWorks has made my job much easier," says Shackelford. "The product is so intuitive to learn that I figured it out all by myself. But if I ever have a question, I can call Customer Support. We're on the Gold Service Plan, which is well worth the money. A technician generally calls me back the very same day I contact them." She also receives ongoing support from her reseller, whom she now considers a personal friend.

"We're always trying to look at our money—what we're spending, what we're bringing in and why. Sage BusinessWorks helps us do this so we can run our company smarter and more strategically," Shackelford notes.

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## ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

