

SUCCESS STORIES

Acumatica Enables NewGround International to Innovate



“Crestwood really knew their stuff. I was familiar with Crestwood’s reputation and was thrilled to learn they were an Acumatica partner. Everything about them was a plus.”

- **Stacie Hertel**
Business Analyst



COMPANY

NewGround International

LOCATION

St. Louis, MO, Chicago, IL, Waterloo, ON and
Honolulu, HI

APPLICATION REPLACED

Microsoft Dynamics SL (Solomon)

SOLUTIONS

Acumatica Cloud ERP

The Challenge

NewGround International helps groundbreakers and trendsetters plan, design, and build branded, innovative spaces that turn heads and accelerate growth. With over 100 years of innovation and experience, the company prioritizes people and maximizes growth with an all in-house team of experts. For more than 200 employees and hundreds of projects across North America, the systems NewGround was using was disparate and slow.

With all the data in an on premise, team members could only connect to the ERP if they were on the network through VPN in the field or onsite. This caused logistical headaches and lost time. With people working in the field on iPads, it was difficult to quickly access everything they needed.

To push projects to reach their full potential through their four core services: Strategy, Design, Build, and Interiors, NewGround was ready to help clients reach new heights and transform industry standards. To do so, the company had to address the outdated on-premises system. As the company expanded and embraced innovation, they needed to integrate applications and find greater efficiency.

The Solution

NewGround wanted to move toward a SaaS model for ease of online and connection accessibility. Stacie Hertel, business analyst for the company says, "I'd used Acumatica years ago, then stepped away for many years. I was thrilled by all of the enhancements and added functionality that they had added since I'd first seen it."

There was five years of financial data that had to be migrated to enable Acumatica to launch with full reporting capabilities. Though a chore, Hertel says, "It was well worth it!" Working with finance and project specialists from Crestwood, it was a smooth transition. As a heavy project-driven business, project features were especially important for NewGround. The myriad Procure feature integrations were main drivers in the selection of Acumatica. While other ERP systems can also integrate, the applications were viewed as less dynamic and nimble.

Key Results

- Eliminated clumsy process of accessing data through VPN.
- Freed up time to focus on innovation.
- Accelerated accounting and reporting process

The Outcome

The new system is much faster and easily accessible for the NewGround team. Having information online is far more efficient. Creation and sharing of reports is much easier. The business team notes that the Excel add-on has greatly empowered them to create their own reports and pull from existing data. They're able to quickly build any of their reporting and say "The ease of use is amazing."

Acumatica is just the solution NewGround needed to continue to expand projects from the financial sector to building workspaces, retail and world-renowned hospitality brands. Noted for its extreme flexibility and ease of use, NewGround appreciated that Acumatica did not require too many customizations. The team likes that it's got attributes like user-defined fields, enabling them to add functions as an end user without having to full-on customize screens.

Hertel says, "We've got the great partner of Crestwood - they pretty much take care of all of our needs and questions, they offered guidance and as much assistance as we required for the implementation. They're all professionals. They listen when they're asking questions, they fully understood. The important parts of our business so that they could guide us through the process."



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