



Ugly Mug Coffee brews a Successful Business with ACCTivate! and QuickBooks

Ugly Mug gains increased productivity and organization from ACCTivate!

"ACCTivate! has definitely allowed us to take on more projects without adding more staff. We couldn't have done **ElvisCoffee.com** without ACCTivate!."

Tim Burleson
CTO & Co-owner
Ugly Mug Coffee



SUCCESS STORY

Ugly Mug Coffee

AT A GLANCE:

Customer: Ugly Mug Coffee

Location: Memphis, TN

Industry: Food & Beverage

Business Challenge:

The need for a business and operations management system to help support their growth and move their operation away from manual systems.

Solution:

ACCTivate! Distribution & Inventory Management System and QuickBooks

Results:

- Faster order processing
- Increased productivity
- Better organization
- Success in the launch and operation of a new online business
- Stronger inventory control

Customer Profile

Ugly Mug Coffee (uglymugcoffee.com) of Memphis, Tennessee is a growing and fun-loving coffee company that was founded in 1998. They love their coffee and are very serious about their business.

Business Challenge

In 2004, Tim Burleson, co-owner and CTO of Ugly Mug, went looking for a business and operations management system to help support the company's growth.

He also wanted to move their operation away from manual systems, such as spreadsheets, so they could better manage their customers, products and the overall flow of orders.

After examining the software market for a year Tim didn't see a small-business package powerful enough for them.

So, he decided to have a package custom built.

Solution Overview

During the custom software development process, Tim found the ACCTivate! website (www.acctivate.com) and discovered that a powerful small-business package does exist after all.

He dropped the custom software development, purchased ACCTivate! and implemented it in February 2005.

Tim found that ACCTivate! is not only more powerful than the system they were about to build, but less expensive overall.

Business Benefits

Abandoning the custom software development and choosing to implement ACCTivate! has proved to be a wise and successful business decision for Ugly Mug.





Business Benefits (cont.)

They launched Elvis Coffee (elviscoffee.com), a line of Elvis-themed products, in 2005.

With the help of ACCTivate!, Elvis Coffee has turned into the largest non-music venture licensed by Elvis Presley Enterprises.

“We couldn’t have done ElvisCoffee.com without ACCTivate!,” Tim said.

During the holidays of 2005, the Elvis Coffee website received 4,000 orders in five days. These orders were imported into ACCTivate! through the **Shopping Cart Interface** module and processed without a glitch.

An average non-holiday week usually sees between 50 and 200 orders. During this busy week, Ugly Mug was able to handle over 20 times the shipping volume of a typical busy week and they attribute it to productivity gains from ACCTivate!.

One of these productivity gains is the ability to process orders faster than before.

Tim also notes, “Barcoding in ACCTivate! saves us an hour per day.”

After the order is picked and ready to ship, the order number is scanned into the shipping computer and through the **Shipping Workstation Interface module** all of the shipping information is populated instantly in their shipping software.

Saving an hour per day calculates into real savings in the long run. Week after week this can add up to hundreds of hours and thousands of dollars saved per year.

With ACCTivate! Ugly Mug tracks their inventory, reviews customer performance and calculates cost of goods sold at a very granular level. For example, they even calculate their coffee cost in a given bag to a fraction of a pound.

Ugly Mug Coffee is a small business on the rise. They made a decision to invest in their company when they chose ACCTivate! and that is an investment that is paying off.

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Tim Burseson
CTO & Co-owner
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