

# Equation Technologies Streamlines Systems at Ayres Group

*Equation Technologies tailored a system to meet Ayres Group's needs, which has allowed for growth without adding staff. Project came in on time and under budget.*

Ayres Hotels pledges to honor its guests by providing value and quality through friendly and efficient service. Owning and operating 16 boutique hotels throughout Southern California, Ayres Group is a multi-faceted company with primary operations in the hotel management industry. Additionally they operate three self-storage facilities and three retail centers. Adding a new hotel every 18-24 months, Ayres Group has enjoyed steady growth over the years.

As Ayres Group grew and diversified into different lines of business, the need to streamline their accounting systems grew too. "We originally had three different applications that we used to run the various areas of our business," said Gregg Kleminsky, Regional Controller. "One application was specific to hotels, which allowed for a daily export from each hotel location to roll up data into one system. Additionally we had a construction application and an application we used to manage report creation. What was slowing us down was the lack of integration between systems and the inability to share data."

"We had to maintain two sets of books in order to manage our entire operation," said Gregg. "To make things worse, we had to rekey data into Excel to create the monthly summary reports that our partners required." None of the systems were integrated making managing the entire group's accounting a difficult and cumbersome task. The rekeying and rechecking of data took four days each month to complete.

Determined to find a more efficient way, Ayres Group began to evaluate their systems. Gregg reviewed Ayres Group's current applications to determine if any of the three

products would meet all of their unique needs. When it became evident that no one application was sufficient, an external search began. "We looked for a product that could handle the hotel accounting, construction and retail needs of our company," said Gregg. "Ideally, the new application would have a strong general ledger that would make our reporting easier. We also did not want to lose any of the functionality we had in our hotel management system." Ayres Group included the accounting staff during the selection process. "Having everyone involved in the decision allowed us to be sure we were selecting the right application and service company for Ayres Group," said Gregg.

After narrowing their search down to two companies, Ayres Group conducted an on-site visit to see which firm was a better fit. "We chose Equation Technologies because we felt that they would have the flexibility to do what we needed. We liked the size of their organization and had a tremendous level of comfort with the people who would be helping us," said Gregg.

## Value of Working with Equation Technologies

- Adapted services to meet Ayres Group's strategy
- Excellent training allowed for self sufficiency
- Met demands of compressed implementation schedule
- Knowledgeable and flexible
- Easily consolidate reports
- Eliminated double entry to save four days per month of time
- Allowed for growth without adding staff
- Streamlined accounts payable invoice entry



# A AYRES HOTELS

*"The project came in on time and under budget. We feel like we got tremendous value for our investment."*

*– Gregg Kleminsky  
Ayres Hotels  
Regional Controller*

The implementation began in late 2006. The hotel entities converted summary balances, while the other entities brought over more detailed history. "We had a compressed schedule to convert all of our entities to the new system and set up our reporting in order to go live at the beginning of 2007," said Gregg. "We committed to doing as much of the implementation that we could ourselves in order to meet our timeframe. Equation Technologies would teach us how to do something and we would run with it. They adapted their services to fit our strategy, something we appreciate."

Now that Sage 300 ERP is up and running, Ayres Group has streamlined their entire accounting process. Daily feeds from each hotel's property management system imports daily into Sage 300 ERP to book hotel revenue on a daily basis, just like their former hotel management package. Consolidating reports for Ayres Group's various entities has never been more straightforward and gone is the duplicate entry. Partner reports are still created in Excel, but now using F9 Financial Report Writer, data is automatically populated in Excel directly from Sage 300 ERP, saving a day each month in report preparation. The Sage 300 ERP Job Cost module is used to keep track of the construction side of Ayres Group. "Equation Technologies customized various parts of the Job Cost module to accommodate our needs," said Gregg.

Equation Technology recently wrote a program to save time in the accounts payable invoice entry process. "We now can enter an invoice once and have it allocate the proper percentages to each hotel the invoice affects. In the past we had to enter an individual invoice for each hotel, which had to be split manually," said Gregg. "This definitely saves a lot of time."

"Sage 300 ERP is reliable and works as presented," said Gregg. "We absolutely

made the right choice. Working with Equation Technologies has made a big difference ensuring a smooth conversion. They know the ins and outs of our system and the entire team is extremely knowledgeable. As Ayres Group continues to add new entities they can do so without adding more accounting staff.

"When making a decision like this, we tend to reflect on our core values: We care about people. We value teamwork. We deliver results," said Gregg. "Equation Technologies certainly exemplifies each of these."



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