



DacEasy Provides Grounds for Success for Kona Farms

Only coffee grown on about 2,300 acres on the western volcanic slopes of Hualalai and Mauna Loa on the big island of Hawaii can accurately be called Kona coffee. Here, sunny mornings, humid afternoons, and mild evenings create the ideal growing conditions, earning Kona coffee a reputation for excellence that makes it one of the most expensive and sought after coffees in the world.

Kona Farms, LLC cultivates 38 acres of Kona coffee, exporting much of its crop to Japan and roasting and selling the balance to sophisticated connoisseurs throughout the United States and directly to those lucky enough to visit the farm in person. For an accurate, efficient, and complete accounting solution to help manage its busy operation and distributed workforce, Kona Farms relies on DacEasy by Sage.

Hand-Picked Solution

Bruce Birt, CFO and co-owner of Kona Farms knows DacEasy well through his role as a DacEasy Certified Consultant, and having used it as the accounting solution for several of his other business ventures. Therefore, when he and his partners purchased Kona Farms, he wasted little time in replacing the existing QuickBooks® accounting software with DacEasy.

"I wasn't comfortable with QuickBooks," he recalls. "Back then anyway, it would allow users to change prior year transactions. I run the business from Las Vegas, 3,000 miles from Hawaii, and felt we needed tighter controls and a better audit trail than QuickBooks could provide."

Another factor in the decision to switch from QuickBooks to DacEasy was its available point-of-sale module.

"We have plans to open a store at the farm and then expand to other locations, and DacEasy offers both wholesale and retail capabilities," says Birt. "It is really an ideal solution for a small, but rapidly growing enterprise like Kona Farms."

Delivering Customer Perks

As a boutique coffee roaster, Kona Farms works hard to deliver not just exceptional coffee, but exceptional service. Darcee Lucas, Kona Farm's roastermaster and director of operations, explains, "Customer intimacy is a vital part of our success. We are passionate about our work and show that by anticipating our customers' needs and delivering on our promises."

DacEasy helps Kona Farms deliver a high level of service by providing extensive note functionality throughout the software. "In DacEasy, I can keep detailed notes from every

CUSTOMER

Kona Farms, LLC

INDUSTRY

Coffee Producer

LOCATION

Honolulu, Hawaii

NUMBER OF LOCATIONS

2

SYSTEM

DacEasy by Sage

CHALLENGE

Kona Farm's existing QuickBooks accounting software did not provide the necessary controls or broad functionality needed to meet the new owners' plans for the company.

SOLUTION

The new owners switched to DacEasy by Sage, including the Accounting, Payroll, Order Entry, and Point of Sale modules.

RESULTS

Data integrity and complete audit trail provide peace of mind for off-site owners. Detailed sales history helps with forecasting and improves customer service. Integrated point of sale functionality simplifies accounting tasks for the company's retail outlets.