

# CINNABON

## Solution Overview

### Industry

Restaurant/Eating Places

### Scenario

Cinnabon was outgrowing its custom-built system, limiting their ability to manage vendors and information throughout the organization.

### Company Profile

Cinnabon is a franchise bakery with over 400 locations, specializing in cinnamon pastries.

### Benefit

Using eEnterprise, Cinnabon is able to report on the information it needs, all while supporting countless transactions across its 5600 vendors in the system.

### Software Used

Microsoft Great Plains eEnterprise  
Financial Series  
Customization/Integration Tools  
FRx Financial Reporting

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***Nothing gets your mouth watering like the scent of cinnamon rolls fresh-baked, soft and swirling under a creamy cloud of frosting. And one bit of Cinnabon's world-famous cinnamon rolls tells you why customers can't resist coming back again and again for their heavenly creations.***

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Unfortunately, keeping track of the thousands of vendors who supplied Cinnabon's bakeries was turning into a sticky mess. "Our custom-developed system had lots of limitations," according to Lin Southam, accounts payable manager for Cinnabon "We simply outgrew it. There were no safeguards, closing took forever, and it could take months to get a financial statement. As a result, we had very little control over the way information was being handled, which was turning into a very major headache for the whole organization."

## The Company

Having grown to more than 400 bakeries located in cities and airports throughout North America, Cinnabon averages 5000 invoices and 2000 checks a month to its nearly 5600 vendors. That's why it was critical for them to find a high-performance, highly stable payables system that also made it easy to get the information they need at a moment's notice.

## The Right Ingredients

Great Plains eEnterprise proved to be the winning recipe for Cinnabon, with just the right combination of ingredients: power, speed, ease of use and access to information.

In addition to solid payables features, Southam says the inquiry capabilities in eEnterprise are extremely popular. "Most commonly we inquire on the status of vendor invoices, linking checks to specific invoices, inquiring on payment status. It's so easy and friendly, the whole organization uses it."

## Happy Users

Accurate, consistent information is critical to a fast-moving organization, and Cinnabon has come to realize that this may be the most important benefit they received from implementing eEnterprise. "Before, we had data floating all around the company—everyone had their own set of little spreadsheets. With eEnterprise, the SQL data warehouse gives us consistent results, user-specific data security, and excellent reporting through FRx."

Overall, Cinnabon is very satisfied with the performance of their business and financial management solution. "Great Plains eEnterprise is just great. It works, it's fast, and our users are most happy."