

Twang Partners, LTD: Bursting with Flavor and Functionality

An Acumatica Success Story

Company Profile

Twang Partners, LTD
twang.com

Industry

Manufacturing

Solution

Acumatica

Challenges

Accessibility: Employees could not access the information they needed unless they were actually on-site which caused issues for the sales team out on the road and an even bigger issue when the pandemic hit.

Functionality: Sage 100 was not customizable to meet the company's needs, or at least not easily. Everything just seemed to take longer than it should.

Results

Employees are now able to access their data anytime, from anywhere. They can use any device, and this massively cuts down on the time it takes to communicate information.

Acumatica has been easy to customize and easy to use, ultimately saving employees time.

Family-Owned Business Trades Old Data System for Acumatica Using Mindover Software

Overview

For over 30 years, [Twang](#) has been helping people turn ordinary food and drinks into extraordinary experiences with their salts, sugars, and seasonings. Based in San Antonio, Texas, this family-owned business has seen massive growth within their company, especially within the last decade. Having more than doubled their annual revenue and increased their staff by 50%, Twang's flavor innovations have come a long way from their humble beginnings in owner Roger Trevino's garage. Now these premium seasonings can be found across the country.

With incredible growth comes incredible challenges when managing company data. This is when Josh Polansky, Controller at Twang Partners, LTD, knew it was time to adopt a system whose flavor could keep up with this growing company's needs. Luckily, he had Mindover Software to move their business software platform from Sage 100 ERP to Acumatica. The results? As sweet as Twang's blended watermelon margarita.

We Like to Flavor with Pickles, Not Be in One

With such an astounding and impressive amount of growth in such a short time, Twang found themselves in a bit of a pickle when it came to their data management and ERP. Having historically used Sage 100 (and previously Mas 90), they found themselves spending far too much time chasing down their data and feeling frustrated in their limitations within the platform. "With Sage 100, what you see is



what you get," said Polansky. "If we wanted to make any customizations, it either wasn't possible or required massive amounts of work and money to do so."

At the same time, Sage 100 was only available to employees on-site. Without remote access to their information, the Twang sales team was especially struggling. In order to get up-to-date information on the road, they'd have to contact the office and wait for an answer. When the pandemic hit, it was even more challenging as many employees were remote and lost access completely.

No Artificial Flavors, No Artificial Solutions

Twang contacted Mindover Software and after hearing about the challenges they were facing, Mindover suggested they go with Acumatica as their ERP, with the addition of the CRM module. [Acumatica](#) is a business management solution with open architecture for rapid integrations, scalability, and ease of use. The Acumatica

"I've been involved in integrations before and, most of the time, you don't hit that go-live date, but working with Mindover, we met our goals and never got to a point where we were concerned. We weren't."

-Josh K. Polansky, Controller at Twang Partners, LTD.

Mindover Software

Mindover Software is a business software reseller offering a broad range of accounting, ERP and CRM software including Acumatica, Sage 100, Sage 300 and Sage CRM. From offices in Austin, Dallas, San Antonio, Asheville, San Diego, Boise and Ann Arbor, Mindover Software's team of professional consultants help companies achieve greater efficiency, cost savings and profitability.

With over 2 million business customers worldwide, the software solutions we offer are completely focused on the SMB market. With Mindover Software as your business partner, you will receive the most complete software advice and implementation services and support available.



Customer Management Suite offers web-based CRM applications for managing leads, contacts, opportunities, and customer accounts. Although this transition was taking place during the height of the pandemic which was presenting its own set of difficulties, Mindover was able to set a course to get Twang up and running with a go-live date of January 1, 2021.

Polansky knew Acumatica was the right choice because of its flexibility, its accessibility, and the clearly defined ownership of data. It seemed to address all the challenges they were facing. Having used Sage 100 / Mas 90 for over 15 years, this transition presented a significant change to the users. It does take time and training to really understand how Acumatica works and how to use the BOM module, but luckily, Mindover is there to train users. "They're going to be with you step-by-step and end to end, without going dark," Polansky said when discussing working and training with Mindover. "Whenever we had an issue, we always got an answer quickly. They're friendly, eager, and knowledgeable in this type of transition. They knew the system; they knew how to train in every aspect; they met all their deadlines."

Result-A-Rita

Not only did Mindover meet all Twang's expectations and launch successfully on that go-live date, but they were there every step of the way. Whenever anyone from Twang had a question, a need, or anything related to their system transition, Mindover was there to help.

"We're definitely in a better place," said Polansky.

The sales team now has 24/7 access to all the information they need, as do the employees who may or may not be working remotely as the uncertainty of the pandemic looms on. Polansky reports that they've already seen saved person-hours at work and have felt less stress in searching for crucial company data.

When asked about any future changes, Polansky says there are some other tweaks they are looking to make because much like finding that perfect flavor for the rim of a cold beer, it takes time and effort to find that most perfect blend. For now, Polansky feels supported and confident in Mindover and Acumatica.

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