Sage Enterprise Intelligence

SUCCESS STORY

IGNITE Fires Up Operations with Sage Enterprise Intelligence

Sage Tech Partner
Plus

CUSTOMER

IGNITE

INDUSTRY

Retail

LOCATION

Rueil-
Malmaison,
France
(Primary)

SYSTEMS

Sage 300

Sage Enterprise
Intelligence

IGNITE is a global lifestyle brand unlike any other. Positioned as the gold standard and industry expert in CBD, nicotine, spirits, and beverages — combined with a premium apparel line — the company's stock trades on the Canadian Securities Exchange (BILZ). Founded by CEO Dan Bilzerian, IGNITE combines premium quality ingredients with an unprecedented level of ambition, innovation, and uncompromised standards of excellence. It takes an outsized financial management solution to keep up with IGNITE, and the company found that solution in Sage 300 and Sage Enterprise Intelligence (SEI). Founded in 2018, IGNITE grew quickly, expanding first into the Canadian cannabis marketplace and next into the United States, UK, EU, Mexico, and the Middle East. With multiple entities, numerous currencies, and country-specific compliance mandates, IGNITE rapidly outgrew QuickBooks.

Global capabilities fuel growth

Carrie had helped lead an ERP implementation in her previous position, so she had a keen idea about what she wanted to see in IGNITE's new ERP. "We knew there had to be a solution that was cost-effective, powerful, and easy to use, and we found all of that in Sage 300."

Part of what makes Sage 300 a good fit for the company are the solution's global capabilities. "Its flexibility means it can support the different operations of each of our entities," says Carrie.

IGNITE's Sage business partner recommended Sage Enterprise Intelligence (SEI), a robust and quick-to-implement business intelligence (BI) solution that seamlessly integrates with Sage 300. SEI connects all IGNITE's business data and provides the intuitive self-service tools the business needs for accurate analysis and better decision-making.

IGNITE engaged a cloud services provider to host Sage 300 and SEI. The deployment model makes it simple for staff around the globe to log in and access the data they need. "It also takes the burden of maintaining a server off our plate," notes Carrie.

Business intelligence is illuminating

Carrie offers an example to demonstrate the value SEI brings the company. "We've designed a report that shows open sales orders and the gross profit margin at a line level. Now we know before a product leaves the warehouse whether it's profitable, so we can react quickly and make pricing adjustments. Previously, we wouldn't have that information for two or three months when we finished our quarterly reports."

IGNITE also uses SEI to create customized reports that empower warehouse and production staff. "We've gained insight into our inventory holdings that we simply never had before," Carrie says. "With stock in multiple warehouses, including third-party providers, it's crucial that we have visibility across locations, so we know what's available to ship and when."

A consolidated accounts payable report created in SEI reduces what once took all day down to just five minutes. "We move quickly around here," says Carrie. "It's great to have software agile enough to keep up."

"We're attracting investor interest and having a best-in-class ERP makes a definite statement."

CARRIE MAGEE
VP OF FINANCE
IGNITE INTERNATIONAL, LTD.

A tech stack to build on

Carrie says the move to Sage 300 has been transformational for the company. "We've never lacked energy, drive, and initiative, but we lacked a technology stack. Sage 300 is the foundation of our stack. The software supports and enforces industry best practices and automates many of the tasks that we used to handle manually.

We've grown enormously since we implemented Sage 300, but it hasn't missed a beat. We're attracting investor interest and having a best-in-class ERP makes a definite statement."

The company recently launched an eCommerce site integrated into Sage 300 and has just started the implementation of Sage CRM. "Things are really coming together," Carrie says. "At first our goal was just to get our data under one roof. Now, we're looking beyond. We're finding ways to use the software to automate workflows, speed decision making, and scale the business. We wanted business software that works as hard and as smart as we do — and we've got that in Sage 300 and SEI."

Sage Enterprise Intelligence – More than BI
SEI is a fully Cloud enabled Business Intelligence and Data Management solution that helps organizations make informed decisions based on real-time data. It empowers all users with a simple interface to access and analyze data in a self-sufficient manner and eliminates the need for disparate tools and specialized skills.

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