

Customer Success Story



GWA Takes the Cake with Tortuga Imports

The Challenge

Tortuga Imports was outgrowing an antiquated accounting system and was struggling to manage the business due to a lack of concise information.

The Solution

GWA modified and Implemented Sage Accpac ERP to streamline business and accounting operations.

The Results

Tortuga Imports now has the ability to get real-time data and keep up with new economic demands while meeting the needs of a growing consumer base.

416-410-4245

Founded in 1984, Tortuga Rum Company has grown to become the largest duty-free liquor business in the Cayman Islands and is world renowned for their Tortuga Rum Cakes. The worldwide demand for the Rum Cakes exploded when the products were featured on Good Morning America.



Tortuga is now a global name. Their office in Miami, Tortuga Imports Inc., handles the constantly growing year-round mail order business and services thousands of repeat customers worldwide. Tortuga Rum Company also has numerous duty-free shops in the Cayman Islands and a retail store in Key West, Florida.

Recipe for Disaster

As Tortuga Imports grew, so did the administrative and accounting challenges thanks to fragmented systems and software programs, none of which communicated with each other. The systems were difficult to track and over a 25 year period failed to be updated or upgraded. As a result, there was no way to produce accurate and timely reports and many hours were spent on manual data entry. This impeded the ability to make informed decisions — and more importantly — provide timely answers to customs agents and customers regarding export of products. To complicate matters, the company was dealing with multiple currencies, each with different exchange rates, and at times was processing ten's of thousands of transactions per day. Communication between the warehouse and duty-free shops was faltering and the sweet smell of success started to sour.

Sweet Solution

Tortuga Imports realized that to retain their valuable customer base and maintain sufficient profit margins, they had to re-evaluate the effectiveness of the antiquated technology they had been utilizing and embrace new solutions to streamline the business processes. They were referred to GWA Business Solutions Inc. who after a complete systems review implemented the solution to meet the time-sensitive demands of the company. The software was customized to account for multiple currencies, restrictive trade environments, and high transaction volumes. The Challenge Tortuga Imports was outgrowing an antiquated accounting system and was struggling to manage the business due to a lack of concise information. The Solution SUN Business Information modified and implemented Sage Accpac ERP to streamline business and accounting operations. The Results Tortuga Imports now has the ability to get real-time data and keep up with new economic demands while meeting the needs of a growing consumer base.

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Tortuga Imports Inc.



Company Profile

Type of Business:

Manufacturing &
Distribution

Headquarters:

Miami, Florida

Other Information:

Established in 1984
3 Production Plants
16 Retail Locations
50 Point-Of-Sale Registers

System Profile

Sage Accpac ERP 500

General Ledger
Accounts Receivable
Accounts Payable
Order Entry
Inventory Control
Purchase Order
ePOS Point of Sale
MISys Manufacturing

“Thanks to GWA Business Solutions Inc. and our new system, we did not experience the 20% hit in sales that our competitors saw as a result of the liquids ban on airplanes.”

The project started in the summer of 2006 and the transition was made to the new system by that October. “GWA Business Solutions worked closely with us to customize our software options, allowing for better multi-currency input, customs regulations, and accounting information,” recalls Marcus Simmonds, President Tortuga Imports, Inc. “Not only was GWA able to successfully implement these solutions, but they did so in a timely fashion. GWA really learned our business and became a true partner in helping to get our business on track.”

The Taste of Success

Through the use of the software implemented and customized by GWA Business Solutions, Tortuga Imports is now able to get real-time data on sales, costs, receivables, inventory, and shipping. They are also able to make quick decisions and react faster, which was critical during an industry altering event.

Just after Tortuga Imports went live with the new system, the FAA restricted passengers from carrying liquids onto aircraft. This had a significant negative impact on the duty-free liquor industry. “Thanks to GWA Business Solutions and our new system, we were able to quickly offer alternative solutions for the shipping of goods and did not experience the 20% hit in sales that our competitors saw as a result of the liquids ban.” exclaimed Marcus Simmonds. The new system had all of the required information needed to quickly process shipments through customs and send them to customers in a timely fashion. As a result, Tortuga Imports has been able to maintain the same level of service that has given them over 20 years of excellence.

About GWA Business Solutions Inc.

GWA Business Solutions Inc. grew out of Gail Wilson & Associates Inc. and SUN Business Information Inc., both of which first opened its doors for business in the 1980s. Recognizing the client needs for integrated accounting systems, numerous systems were researched and Accpac was ultimately selected. With more than 26 years of experience, GWA provides a total solution for numerous customers.

With offices in Ontario, Canada, Florida and the Cayman Islands, and a client base that ranges from Hawaii to Toronto, GWA Business Solutions Inc. has the experience, expertise, and resources to implement your business solutions in Manufacturing, Distribution, Job Costing, and Retail/Point-Of-Sale. As long-time Certified Consultants, GWA is uniquely experienced in the history and development of Sage Accpac ERP. GWA is also an authorized Solution Provider on the full product line so they can determine which product best fits their clients needs with an array of expertise and resources available on demand.

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