

# US Cellular Retailer Grows Fast

*How the CFO manages rapid growth smarter.*

## At a Glance

### Customer

Atlantic Wireless

### Location

Greenville NC - USA

### Industry

Consumer - Electronics

### Business Challenge

Atlantic Wireless grew from 4 to 11 stores in 5 years. It was increasingly difficult to analyze data across so many stores.

### Solution

BizTools Enterprise Analytics

### Results

The CFO now starts the day by having up to date financial information instantly without the headaches of broken formulas or spreadsheets.

## Customer Profile

Atlantic Wireless is a world class owner and operator of US Cellular retail stores. Our retail stores are operated with the highest standard of excellence. We currently operate 11 US Cellular stores in Eastern North Carolina. We are proud to tell you that Atlantic Wireless is a Christian company and is operated on Christian principles.

Our Leadership Team is driven by a unique, servant leadership style, that all of our leaders use every day. This is based on Matthew 7:12 "So in everything, do to others what you would have them do to you..." Our leaders focus is to coach, council, and develop their direct reports. We do not manage with fear. This style has enabled us to fuel an incredible culture that people love.

## Business Challenge

Atlantic Wireless was growing. The business increased from four stores to eleven in five years. It became increasingly difficult trending out data across so many stores using QuickBooks and exporting to Excel. I had hundreds of rows of data followed by charts plotting the major G/L Categories. The spreadsheets became so large, I actually broke them. I began receiving "unrecoverable errors" in my workbooks and eventually was unable to open some of them. While QuickBooks is a great financial data keeper; it lacks in reporting across multiple locations.

## Solution Overview

Atlantic Wireless now uses QuickBooks Enterprise Solutions: Retail 13.0 and BizTools Enterprise Analytics running on Windows 7 Professional and Microsoft Office 2007. The data in QuickBooks is processed and loaded into BizTools on a monthly basis scheduled overnight.

Key Sales & Financial KPI reports are available in the intranet portal for review at a glance or exporting to other common formats as required. With one click, the CFO can access the BizTools OLAP cubes for rapid ad-hoc slicing & dicing through Excel pivot tables. The CFO can now easily create complex custom reports across sales and finances for management review and data driven decision making.

***"I love the charts and graphs BizTools Analytics provides more than anything! Now I can easily review our Quarter and YTD analysis with my CEO, who also loves these reports I am happy to say."***

**Christie Jahn - CFO  
Atlantic Wireless**

*"The BizTools support team make you feel like you are their most important customer and they truly care about your business. I always felt like they dropped everything to help me when I needed support. As a customer who uses multiple software solutions; I've never been treated so well before."*

**Christie Jahn - CFO  
Atlantic Wireless**

## Business Benefits

BizTools reporting features allows me to see historical trends at a quick glance. As a small company with limited resources, I was forced to use Excel to trend out data to look for major deficiencies or areas of opportunity. Now I can run a report and see a chart plotting out twelve months and not having to compile this data and formatting myself it's a major time saver!

Having eleven stores to manage a complete accounting cycle for became very laborious using Excel and would take me hours to enter financial data and update each month. By the time I was done updating them I didn't have the time to analyze. With BizTools, I can set it up to run at night after I leave. I start my day by having up to date financial information instantly without the headaches of broken formulas or spreadsheets.

There is a wide range of BizTools reports available: The extensive list of financial ratios provides me a complete snapshot of company performance including the option to export them to Excel. There are also numerous P&L and Balance Sheet reporting options to fit any business needs.

## For more information visit:



[www.atlanticwireless.com](http://www.atlanticwireless.com)



[www.biztoolsanalytics.com](http://www.biztoolsanalytics.com)