

# Ruby Slipper Café Leverages Adra by Trintech to Work Smarter

## Business Drivers to Automate

The Ruby Slipper Café Group operates 18+ restaurants throughout 5 states across the Southeast United States. They offer a ‘boozy brunchy’ concept, bringing New Orleans flavor and cocktails to breakfast and lunch. Before implementing Adra, they were engaging in a highly manual financial close, operated within Excel spreadsheets, by a small team. “We condensed our operations pretty tightly during the pandemic and then once volumes started coming back and the vaccine was widely available, the business started to grow back again,” said Jennifer Beougher, Chief Financial Officer of Ruby Slipper Café Group. As business began to pick up, they were searching for ways to be cost-conscious and build out processes that allow for organizational growth.

With the business growing, it became clear that manual reconciliation processes were not working as well as they once were. “I would make a list of all the accounts and task them in Excel, then I would go through one by one and check them. All my feedback had to be done via phone calls and emails, it was hugely manual.” Beougher stated, “It worked at the time, for the size we were, but it certainly wasn’t the most efficient way to do things.”

## Why Adra by Trintech?

Faced with the realization that their manual processes weren’t working anymore, Ruby Slipper Café Group began to look into solutions that could offer increased efficiency and visibility. As they are expanding, and still operating with a small team, they needed a solution that could help delegate and keep track of tasks, allowing for enhanced visibility across their financial close timeline.

Today, the Ruby Slipper Café Group utilizes Adra Matcher and Balancer to help automate and streamline their financial close. “The tool has been amazing and Adra support has been great, as well as our account specialist and implementation team to get us from one account to every account.



## In Brief:

### Challenges:

- Highly manual process
- Lengthy close timeline
- Lack of visibility throughout the close

### Objectives:

- Shorten length of close timeline
- Gain visibility across the close

### Return on Investment:

- Shaved time off close by 3-4 days
- Eliminated 3rd-parties by bringing reconciliations back in-house
- Increased visibility and reduction in any surprises at the end of the quarter

” Their bank reconciliations and A/R, gift card, and corporate card reconciliations have benefited the most from Adra. Now, data is uploaded and pulled from Matcher almost daily, allowing their accounting manager to work through exceptions as they arise, and record information as it happens, instead of waiting until the end of the financial close. This process is now being completed by business day 5, instead of business day 10.

Through Matcher and Balancer, Ruby Slipper Café Group can pull information for their auditors and identify any changes to accounts easily, and proactively work to remedy any variances. “Adra has the final numbers and tells us any reconciliations that need to be addressed,” said Beougher. “It saves our sanity of spending days pulling information.” Reviewers are assigned reconciliations, and they get notifications and comments directly related to the reconciliation – increasing communication and collaboration across the team in real-time, as opposed to sending emails or waiting for phone calls.



**Prior to Adra, we had a close process that was very manual. We kept everything in Excel, and we were closing the books by business day 11. Having Adra did enable us to trim our close down by 3-4 days. “**

**Jennifer Beougher**  
Chief Financial Officer  
**Ruby Slipper Café Group**

## ROI Achieved

Since implementing Adra, Ruby Slipper Café Group has reaped many benefits. “Time is money,” continued Beougher. “So anytime you can save time, eventually it’s going to materialize into dollars.” Adra has allowed for a faster financial close, which lets their finance team devote more time and effort on initiatives and projects that add value to the business. Additionally, tasks can be pushed further down the line: what used to be done at the CFO level are now being done at the staff accountant level because processes became simplified. Ruby Slipper Café also experienced an increase in visibility across their financial close – their audit team became more self-sufficient, and there was a reduction in any surprises at the end of the quarter. By leaning into automation, they can attract and retain high quality talent by leveraging the amount of technology they have. The elimination of 3rd-parties has not only saved them time, but also money. Complex reconciliations, like A/R, gift cards, and corporate cards are now broken down into simpler tasks through Adra Matcher and allowed Ruby Slipper Café to bring these processes back in-house.

### About Ruby Slipper Group

Founded in 2008 after Hurricane Katrina, the Ruby Slipper Café brings New Orleans flavor and lifestyle to its 18+ restaurants, operated in Florida, Tennessee, North Carolina, Alabama, and Louisiana. Since its opening, the Ruby Slipper Café Restaurant Group has become one of the fastest-growing restaurant concepts in the Southern United States. They expanded by adding a sister brand, Ruby Sunshine, in 2019 and remain owned and operated by its original founders.