



## CUSTOM ACCOUNTING IS THE GOLDEN THREAD

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Recently, we caught up with Dru Dalton, founder and CEO of Real Thread, an Accounting Seed customer since 2012, to see how they've been able to utilize Accounting Seed through their growth. Dru is always busy behind the wheel of a premium tee shirt company, so it's great to catch up and see how their company has grown with the same accounting platform.



## WHY READ:

- Readers will learn how an accounting application can grow and adapt as your company evolves.
- Real Thread has been able to set up custom workflows and objects to automate their entire accounting process from the moment a product is purchased to the moment it is shipped.
- Learn how a company can become more efficient with their financial data and accounting cycle by choosing Accounting Seed.

## REAL THREAD AND ACCOUNTING SEED

Real Thread provides amazing custom screen printed t-shirts using water-based and discharge inks and the softest fabrics. And just like their innovative silkscreen designs and super soft made-to-order t-shirts, they rely on a customizable business management system to manage their company's unique front and back-office processes.

When the company first started in 2009, Real Thread tracked and managed their accounting information using a FileMaker database. Even though the FileMaker database was well suited for their industry, it was not an application their business could grow into. It lacked the flexibility to tailor according to their specific business workflows and could not automate routine accounting tasks. Also, it did not enable them to accurately report revenue and expenses as they occurred.

## CUSTOM BUSINESS MANAGEMENT SYSTEM INTEGRATES WITH ACCOUNTING SEED

Before they implemented Accounting Seed, Real Thread knew they needed a back-office system that could bring automation to their daily accounting activities. Additionally, it not only had to offer them the ability to easily customize workflow rules and data objects but also encompass sales, accounting, and ERP on a single platform. Before long, Real Thread discovered Accounting Seed, natively built on the Salesforce CRM platform.

Real Thread relies on a customizable business management system to manage its unique front and back-office processes. With Accounting Seed, they've successfully built a custom workflow for every purchase made.

They are able to automate accounting tasks such as billing to accurately report revenue against expenses in real-time. The company has also leveraged Accounting Seed's open API and customization flexibility to build its own ERP solution seamlessly tied together with Salesforce and Accounting Seed.

### AVG. ACCOUNTANT SALARY

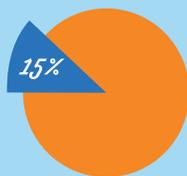
**\$70,500**

### AVG. COST OF ACCOUNTING SEED

**\$8-12,000**

\*price excludes implementation and/or custom development

the accounting cycle is trimmed by approximately



which improves financial efficiency by

**200%**



From the time of purchase to the shipping details, everything in their back-office is automated. Real Thread relies on a custom-built work order object that integrates with Accounting Seed. They've also integrated Zenkraft into their work order for shipping with FedEx and USPS.

## ACCURATE DATA ENTRY ONCE AND FOR ALL

Over the years, the efficiency and accuracy of their financial data have been consistent. Their custom-built integration provides really accurate cost accounting data for the entire operation.

Dru Dalton, founder, and CEO of Real Thread, has been an Accounting Seed customer since 2012. Dru is always busy behind the wheel of a premium tee shirt company, so it's great to catch up and see how their company has grown with the same accounting platform.

Dru explained how Real Thread relies on a custom PO Object that integrates with Accounting Seed's billing object. This custom integration creates a really tight, efficient process.

"There's no [need for] double entry. The data is entered once, and that's it. We aren't like those companies that do double data entry, because our billing object is so tightly integrated with our ordering object, there's no double entry."

## WITH GROWTH COMES STABILITY

Dru also spoke about saving time and dramatically reducing operating costs as some other benefits Real Thread has been able to achieve with Accounting Seed over the last eight years. With our platform, Real Thread has been able to improve the efficiency of its financial management by 200%! "If we were trying to do

accounting through Salesforce with Xero or QuickBooks, it would take 2-4 times longer," Dru goes on to say.

Also, their accounting cycle has been trimmed down as a direct result of Accounting Seed's financial processes and workflow automation. The company doesn't need a full-time accountant on staff.

Since implementing Accounting Seed back in 2012, Real Thread's business has quadrupled and they're continuing to see growth across the board. With that growth, they fully expect Accounting Seed to be a significant asset in achieving future milestones and objectives. Dru ended our conversation saying, "Accounting Seed is the perfect customizable accounting solution to a custom-built Salesforce solution."



**Accounting Seed is the perfect customizable accounting solution to a custom-built Salesforce solution."**

**- Dru Dalton**  
CEO & Founder, Real Thread



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410.995.8406  
[accountingseed.com](http://accountingseed.com) | [appexchange.salesforce.com](https://appexchange.salesforce.com) | [sales@accountingseed.com](mailto:sales@accountingseed.com)