

Success Story

Hospitality Company Group Grows by Simplifying its Financials

“We have significantly changed the way we do business because of Sage Intacct.”

— **Brandon Dries**

CFO, Indus Hospitality Group



Company overview

Family-owned Indus Hospitality Group owns and operates more than 70 properties, primarily hotels and restaurants in the Rochester, Finger Lakes and Western New York regions. Over the last four decades, it's grown substantially through commitment to the region and communities it serves; helping fuel regional economic development with commerce and employment. Indus brand partners include Dunkin', KFC, Taco Bell, Holiday Inn Express, Homewood Suites, Hampton Inn, Microtel and Best Western.



Executive Summary

Previous software

- QuickBooks

Results with Sage Intacct

- Monthly close time reduced from 18 business days to 5
- Consolidated bill payment to one single account
- Supported significant growth in company size, in both revenue and location count, without adding additional accounting staff

Sage

Company

Indus Hospitality Group

Location

Rochester, New York

Industry

Hospitality

Sage Products

Sage Intacct



About Company

Family-owned Indus Hospitality Group owns and operates more than 70 properties, primarily hotels and restaurants in the Rochester, Finger Lakes and Western New York regions.



“We’re a unique place with many moving parts and legal entities.”

Cassandra Quetschenbach

Accounting Manager, Indus Hospitality Group

Indus Hospitality Group is the epitome of a data-driven company. Through its commitment to the region and brand partnerships it has identified areas in Western New York and strategically built properties, including lodging and quick-service restaurants. In return, these partnerships have supported 20-percent-per year growth.

With its focus on actionable information and growth initiatives, it was only natural for the accounting team at Indus to look for alternatives to QuickBooks.

“We’re a unique place with many moving parts and legal entities,” said Cassandra Quetschenbach, accounting manager at Indus Hospitality Group. “In addition to our lodging and QSR businesses, we have a real estate portfolio, and with

certain builds we manage our own construction. We’re always changing too, and with that comes a need for more flexibility in reporting structures and hierarchies. The processes that work today don’t always have the same success after years of significant growth, but Sage has allowed us to adapt to changing needs of our business.

“When we were on QuickBooks, our operating locations would get their invoices and they would send by snail mail to our corporate office. At corporate, we process and paperfiled the invoices, then cut checks to make payment. We were dealing not only with very manual processes, but our locations had no real visibility into their profit and loss,” Cassandra said.

Faced with mounting challenges fueled by growth and a pressing need for better and simpler business processes, Indus deployed Sage Intacct to take advantage of its purchasing and accounts payable capabilities, multiple entity management, streamlined consolidations and robust reporting features.



A game changer

Since deploying Sage Intacct, Indus has grown significantly, yet the size of the accounting team remains consistent.

“We went from a pre-Sage Intacct stage of providing a simple profit & loss (P&L) to now cutting monthly close by 75 percent and reporting a full balance sheet, a full P&L by vertical, a cash-flow statement and debt summary,” said Brandon Dries, CFO at Indus. “I can say with confidence what we give ownership today provides much more transparency than what we distributed before.”

“Sage Intacct allows you to expand from direct accounting to cash management, AP and dashboards,” Brandon said. “In a franchise environment, where you’re working with partners such as Dunkin, Taco Bell, Hilton or Best Western, you need to use their systems and platforms. With Sage Intacct, we’re able to pull data from the franchise partners, automate entries into Sage Intacct, and then distribute reporting to operations in a consistent format. This makes operating the business a lot simpler as we can view our financial picture from one place, in a consistent format.

“As far as revenue goes, we’ve grown the business in revenue and store count. We went from a life where it took 18 days to close the books, if we really power through. We have significantly changed the way we do business because of Sage Intacct and, on top of that, the team size hasn’t increased, and we’ve cut the monthly close by 75%. It has truly changed the way we do business,” Brandon said.

One of the many benefits to Indus is the visibility that Sage Intacct delivers using dimensions. Sage Intacct standard dimensions include location, department, class, vendor, customer, employee, and item, making it easy to track transactions. As the accounting manager, Cassandra appreciates how dimensions have impacted her department’s ability to be more thorough in review and analysis.

“Sage Intacct actually allows us to put budgeting into the hands of the location leaders because they can constantly look at their budget versus actual and make real-time decisions,” Cassandra said. “Now, they know where they stand monthly and year-to-date, so they can make smarter decisions. Another benefit is they can look at their location in Sage Intacct, so they’re not constantly having to ask the accounting team about payment status and their P&L. Now, the accounting team has time to analyze, review and research instead of getting bogged down in manual processes and fielding a lot of inquiries.”



Both Brandon and Cassandra credit Sage Intacct with completely changing their year-end processes and reducing a lot of stress for the entire accounting team. They can more easily spot any outliers or discrepancies and now have the tools and time to address these. They say the year end is so much cleaner than what QuickBooks allowed. “We’ve eliminated the need for printouts and highlighters for reconciliations; it’s night and day,” Cassandra said.

“Sage Intacct is profoundly impacting our business,” Brandon said. “We have much more certainty in our financials, so our ownership can drive the business with confidence. For a company with our growth rate, plans and complex organization, that’s essential. We’re going to keep growing with Sage Intacct. It simplifies our processes and gives us the visibility we need to make smart, data-driven decisions faster with confidence.”



Sage

©2025 The Sage Group plc or its licensors. All rights reserved. Sage, Sage logos, and Sage product and service names mentioned herein are the trademarks of Sage Global Services Limited or its licensors. All other trademarks are the property of their respective owners.