



## CUSTOMER STORY

# A New Finance Fit for Crazy Shirts

Crazy Shirts, a casual apparel brand that aims to take their customers on an endless vacation in everyday life, needed to address the time-intensive manual processes that prevented their team from conducting meaningful analysis. Without data insights, Crazy Shirts needed to improve their ability to identify opportunities to grow their business and to better understand the profitability of their existing operations. After expanding their use of Prophix, Crazy Shirts successfully automated their reporting, month-end close, financial analysis, and budgeting, reallocating eight weeks of their FP&A team's time to spend on more strategic work.

## Why?

When Scott Sutherland joined Crazy Shirts as CFO in 2015, the company had already been a Prophix customer since 2005. Due to extenuating circumstances, the team had not updated Prophix to the most current version, which prevented them from using the platform to its fullest extent. As a new CFO, Scott reached out to Prophix to better understand the business value of a financial performance platform. To align their strategy with Crazy Shirts' pillars of quality, creativity, and service, Scott chose Prophix to automate their processes. His primary objective for Prophix was to decrease the amount of time spent on data processing and reallocate the time saved by increasing the auditing and analysis of company finances. This increased analysis gives Crazy Shirts visibility into their most profitable product lines and stores, allowing them to pivot their business to meet the needs of their customers.



Founded in 1964, Crazy Shirts is among the first companies in Hawaii to design, manufacture and sell the "T-shirt" as we know it today. Housing one of the largest printing facilities in Hawaii, on the Island of Oahu, and employing over 200 employees, the company operates retail stores on all major Hawaiian Islands, as well as stores in California, Colorado, Nevada, and Florida.

**In Operation:** Since 1964

**Website:** [www.crazyshirts.com](http://www.crazyshirts.com)

**Employees:** 200+

**ERP:** JD Edwards



## Business Challenges

Scott knew that pulling data from their ERP and re-formatting the data in Excel before data analysis was not an efficient use of his team's skills and expertise. He recognized that Prophix could help him automate data imports and exports and streamline their report formatting and distribution. Although financial eliminations are a repeatable process, Crazy Shirts did not have the infrastructure in place to automate this process. As a result, external partner reporting was not timely enough to support strategic decision-making. After two weeks of working with Prophix's consultants, Scott had a strong understanding of how to leverage Prophix to level-up the scope and depth of their reporting and analysis.

## Results

With Prophix, Crazy Shirts automated and improved their core business processes, including reporting, month-end close, financial analysis, and budgeting.

## Reporting

The process to update Crazy Shirts' reporting tool used to involve running a report from their ERP, JD Edwards. Then, reconciling and formatting the data before loading the revised format back into their ERP's reporting tool. This process would take a total of two hours.

**Now, updating reports takes 7 minutes, and is fully automated without the need for any manual reconciliation or re-formatting.**

## Management Reporting

Before Prophix, Crazy Shirts' Controller would dedicate eight hours to revising report formats and generating reports for the executive team. A Senior Accountant also spent eight hours modifying report formats for Store and Department Managers. The team also had to consolidate the Excel-based report packages into groups for various Managers.

“Because of the changes implemented with Prophix, our management team is more confident and timely in our decision-making.”

**Scott Sutherland**  
Chief Financial Officer  
Crazy Shirts



**Crazy Shirts reduced the time spent on monthly management reporting from 16 hours to 15 minutes by automating their report creation and distribution.** All report formats are predefined in Prophix, and all financial statements utilize the same report format. The team creates report binders for each Manager and distributes them automatically. These reports include rich data, including visitors versus sales and domestic visitors versus international visitors.

### External Partner Reporting

Crazy Shirts has several external partners that require access to regular reports, including banks, credit card companies, and vendors. Each vendor requires a different format for their reports, which were maintained by the team in Excel.

**The team can now create external partner reports on-demand in under a minute, saving them an entire day of work by pre-defining report formats for each of their vendors in Prophix's Template Studio.**

### Month-End Close

Previously, Crazy Shirts' Controller manually calculated eliminations in Excel. When the Controller needed to revise their monthly financials, he had to calculate the consolidations again. Reporting on consolidated financial statements was a manual process because their eliminations entries were stored in Excel.

**By configuring a process in Prophix, the Controller now spends only two minutes on month-end financial statements instead of eight hours.** The team can run the process as many times as needed, and elimination entries are stored in Prophix so reports can be updated automatically.

### Financial Analysis

The team found it challenging to do store-level analysis consistently because it required them to manually enter data.

But by pre-defining all report formats in Prophix's Template Studio, the team can automatically generate financial analysis at their desired level of detail. With improved access to their data, the team can better analyze store profitability, labor, rent, and freight, allowing them to identify opportunities to save on costs and foresee what could impact their margins in the short term.



## Budgeting

Crazy Shirts' budgeting process was very manual and labor-intensive. The team created the budget at the summary level only. This high-level approach affected the budget's accuracy and made the leadership team lose confidence in the data. The time remaining at the end of the budget cycle was often insufficient for the team to analyze their data.

Now, the team inputs budget data into Prophix at the account level. Updates are done in minutes to reflect current market conditions. All the reports Crazy Shirts uses to analyze the business every month can also be run against budget data.

**Overall, Crazy Shirts was able to take over 360 hours of finance processes and reduce the time required to complete them to a little over 3 hours.** Scott credits his initial investment of 80 hours to learn how to use Prophix effectively to Crazy Shirts' success in streamlining their department.

The team at Crazy Shirts can now analyze their reports and provide strategic guidance to the business. They also have a better understanding of why they're taking certain actions and how it affects the business' bottom line.

## Future Plans

After attending the Prophix Conference, Scott was inspired by other uses of Prophix, such as tracking production data and the use of dashboards. Scott is excited for the next chapter of using Prophix to improve Crazy Shirts' operations.

## About Prophix®

Ambitious finance leaders engage with Prophix to drive progress and do their best work. Leveraging Prophix One™, a Financial Performance Platform, to improve the speed and accuracy of decision-making within a harmonized user experience, global finance teams are empowered to step into the next generation of finance with no reservation. Crush complexity, reduce uncertainty, and illuminate data with access to best-in-class automated insights and planning, budgeting, forecasting, reporting, and consolidation functionalities. Prophix is a private company, backed by Hg Capital, a leading investor in software and services businesses. More than 3,000 active customers across the globe rely on Prophix to achieve organizational success. Additional information at [www.prophix.com](http://www.prophix.com).



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