



Original Gravity transformed their operations with Symple.

“Symple has transformed the way we pay, and – more importantly – manage our relationships with our vendors. Not only have I gotten rid of my stacks of paper invoices, but now I actually have a way to analyze what’s in them.”

-Dan Phan, Owner of Original Gravity

SNAPSHOT

- Original Gravity is a rapidly growing bar in San Jose that is dedicated to featuring smaller, craft brewers.
- Without any automation, tracking invoices from over 50 vendors became a manual, arduous process.
- Symple was able to save the team 3-4 hours per week on invoice management and payments, while giving them unprecedented and real-time visibility into their spend across vendors.

COMPANY OVERVIEW

Located in the heart of Downtown San Jose, Original Gravity (“OG”) offers 35 rotating taps of incredible craft beer, ciders and meads as well as a small, but mighty bottle selection. OG is a showcase of what the best and brightest craft beer has to offer. With a food menu that matches its impressive selection of crafts, OG delivers an incredible environment for beer geeks to the craft curious alike.

CHALLENGE

With rapid growth in its customer base and commitment to featuring smaller, craft brewers, OG had to significantly ramp up their ordering across almost 50 vendors to keep up with demand. Faced with a flood of paper invoices, Dan initially installed a process of coding each invoice manually into a google spreadsheet and filing the originals in cabinets. While this added much needed organization and a way to track when payments were due, it required hours of hands-on data entry each week and coordination/training across the entire staff.

SOLUTION

When Dan found Symple, it was exactly the solution he had been looking for. The entire workflow for receiving delivered goods, coding the invoices, and cutting checks for payments was reduced to snapping a photo and hitting a pay button on the Symple app. The entire staff of OG onboarded in 15 minutes, and started using it immediately. In just a day, OG had moved their entire food and beverage program to the cloud. Dan could now access his invoices anywhere in the world, and could easily search, sort and categorize them. The Symple dashboard also gave the entire OG ownership group access to real-time spend across all their vendors and categories.

RESULTS

By moving their payments workflow to Symple, Dan and the OG team save about 3-4 hours of work per week over their old process. Dan no longer has to plan his week around a set schedule for vendor payments. On a recent trip to Germany for Oktoberfest, Dan received a notification from Symple about some upcoming payments and made them directly from his phone. Lastly, OG and the owners now have unprecedented visibility into their spend across vendors: “It’s something that I’ve spent days trying to get out of quickbooks, and now Symple just gives me the data I need to run my business”