

SUCCESS STORIES

The Finance Team Grew 3x. The Infrastructure Never Got in the Way.

How The Stelter Company scaled from a 3-person accounting function to a full department on Crestwood Cloud, with zero security incidents in 10 years.

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Technology matters, but people matter more. What has made our relationship with Crestwood successful isn't simply the software or the cloud environment it's the expertise, responsiveness, and partnership your team brings to every engagement.

-Chad Howard, Director of FP&A, The Stelter Company



COMPANY

[The Stelter Company](#)

LOCATION

Headquartered in West Des Moines, IA

INDUSTRY

Marketing Agency

APPLICATION REPLACED

On-Premises Microsoft Dynamics GP

SOLUTION

Crestwood Cloud-Hosted Microsoft Dynamics GP

OVERVIEW

The Stelter Company is a marketing agency specializing in nonprofit organizations, serving over 1,200 clients across print campaigns, digital subscriptions, consulting, and fulfillment services. Based in West Des Moines, IA, Stelter has run Microsoft Dynamics GP on Crestwood's managed cloud environment since 2020, with Crestwood as their trusted ERP partner since 2015.

KEY RESULTS

Grew from a 3-person accounting team to a full finance department without the infrastructure becoming the constraint
1,200+ nonprofit clients served across complex, multi-arrangement billing

Finance department can operate fully remote enabled by seamless cloud access

Zero security incidents since moving to Crestwood Cloud
Domo BI integration expanded financial reporting into strategic insights, profitability analysis, and operational performance metrics.

10+ year partnership with Crestwood and exploring planning the next ERP migration together

The Business Challenge

The Stelter Company is a marketing agency built around a complex mission serving over 1,200 nonprofit organizations with print campaigns, digital subscriptions, consulting services, and multi-year contracts all billed differently, all running simultaneously. When Chad Howard joined in 2007, the finance function was managed by three people and a stack of spreadsheets.

The infrastructure underneath that work changed more than once. Stelter ran on EFI E-PACE an industry-specific print production platform with an embedded accounting module for six and a half years. The system could handle subscriptions, barely. It processed slowly, errored out, and required vendor intervention to fix. Month-end was a manual stitching exercise led by two people who couldn't easily be replaced.

When Crestwood brought Stelter back to GP in 2016, the foundation finally held. But the infrastructure was still on-prem Dell PowerEdge servers in a locked server room, VPN connections that dropped, and tape backup systems that ran on rotation. In March 2020, the entire company went remote. The old setup held, mostly. But nobody wanted to build a growing finance department on it.

Crestwood's Approach

Crestwood had been Stelter's GP partner since the 2016 implementation, and that relationship had already proven itself. Moving to the cloud was a natural extension of that trust. Crestwood migrated Stelter to a hosted GP environment, then later upgraded to an Azure-backed cloud with Duo multi-factor authentication replacing the old geofenced, location-restricted VPN with a simple rule: if you have internet, you're in.

The implementation followed Crestwood's standard: structured milestones, clear documentation, no surprises. "Every implementation is stressful, but we had Juliet [Constantino]," Howard says. "She kept us focused on the milestones and navigated everything with us." The go-live was clean.

With infrastructure off the plate, Stelter's finance function could focus on what it was actually there to do: support 1,200 clients across complex billing arrangements, ISV integrations for subscription management and collections, and BI reporting through Domo.

"If you're looking for a partner rather than just a vendor, Crestwood has proven that distinction time and time again."

— Chad Howard, Director of FP&A, The Stelter Company

Business Impact

The clearest measure of what changed isn't an incident log, it's headcount. When Howard joined Stelter, finance was three people. Today it's a full department: CFO, director of FP&A, accounting manager, two senior accountants, AR specialist, payroll/office administrator, and additional support. The client base grew. The complexity grew. The infrastructure didn't get in the way.

With nearly 25% of Stelter's workforce now fully remote and the rest hybrid, seamless access isn't optional; it's the baseline. Duo MFA replaced geofenced VPN. SharePoint replaced on-prem network files. Connection drops and geolocation restrictions are problems the team no longer has. Zero security incidents across the entire cloud engagement.

Reporting shifted from a historical exercise to a strategic tool. Stelter connected GP to Domo for BI, giving leadership real-time visibility into financial performance, profitability, and operational results by service line. "Reporting has become a strategic tool instead of simply a historical exercise," Howard says. Ten years in, GP is still the workhorse and Crestwood is still the partner helping it run.

What's Next

Stelter is already planning its next ERP migration targeting BC or Acumatica and exploring Crestwood leading the engagement. The complexity of a 1,200-client billing system with multiple ISVs, Salesforce CRM, and Marketing Cloud integrations means the planning horizon is already in motion.

For now, Crestwood Cloud keeps the current environment running reliably, securely, and without requiring the finance team to think about it. If your team is still managing GP on-premises and wondering whether the infrastructure can support what comes next, that's the conversation to start.

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