Strategic Media Placement Company Discovers Dramatic Time Savings by Switching to Acumatica

OVERVIEW

Founded in 1979, Target Enterprises manages advertising campaigns in every state. With about 20 employees, Target delivers research, planning and media placement, primarily for political campaigns, ballot initiatives and corporations. Target Enterprises upgraded to Acumatica from Microsoft Dynamics SL after 19 years because Acumatica offered a more streamlined and interconnected financial data management system.

KEY RESULTS

- Dramatic time savings: a 35-hour check reconciliation process reduced to two hours
- New connectivity of accounting system components
- Easy, web-based 24/7 remote access
- Improved management of financial data

SITUATION

Since 1995, Target Enterprises had used Microsoft Dynamics SL for all of its accounting, according to company Controller Sheila Lavin. During those 19 years she grew very accustomed to that system. But even with that familiarity, Ms. Lavin says, she experienced challenges. With Microsoft Dynamics SL, she says, "There were things that made my work so much more than it had to be."

For example, Ms. Lavin reports that as their vendor identification system evolved in Microsoft Dynamics SL, the original set-up became disorganized and hard to use: "Over 19 years, a lot more got added in and it was completely out of order. I had to go find the vendor number in order to write a check."

SOLUTION

Ms. Lavin says their Acumatica Gold Certified Partner, Cliff Hall, President of Cortekx HGL, showed her "the advantages that Acumatica had that Microsoft Dynamics SL didn't. It was a no-brainer for me once I saw the advantages."

In 2014, Target Enterprises purchased Acumatica's Financial Management Suite on a perpetual license, hosted on-premises.

BENEFITS

One of the advantages Ms. Lavin found when switching to Acumatica was easier access: "I like the fact that it's web-based, unlike my older system where I had to use a remote desktop connection. Now I can be anywhere, log in and do my work."

Ms. Lavin also enjoyed a new, easy-to-use vendor ID system: "With Acumatica, I can just start typing the name of the company and it fills it in for me. You couldn't do that in Microsoft Dynamics SL. I spent countless hours looking for vendor ID's. With Acumatica, I can type the vendor name instead of the vendor ID. I am so happy about that."

Ms. Lavin appreciates the time-savings Acumatica has given her. "What I really, really like is how everything is connected," she says. "In Dynamics SL, nothing was connected. To find AP info for a specific company, I used to have to go to the general ledger, find the AP reference number, go out of there, go back into AP, then enter the reference number. It made five steps for me, where Acumatica takes one or two."

Since their business involves coordinating media purchases for a large number of political campaigns across the country, Ms. Lavin says they have unusual accounting needs. For example, they pre-pay for ad purchases, so they have no AR. This means they need a custom "buying" software program, originally developed by their Acumatica partner Cliff Hall of Cortekx. He has been able to convert their original buying software to work with Acumatica, which helps Ms. Lavin manage the funds more easily.

Company
Target Enterprises
www.targetla.com

Industry
Strategic media placement for campaigns and corporations

Location
HQ in Los Angeles, CA, US

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As Ms. Lavin points out, "Because I take care of $150 million—this year we're going to bill $200 million—it's very important that I can keep track of all the money. Acumatica helps me do that."

With the 2014 election season behind them, Ms. Lavin appreciates how Acumatica helped her catch up with such tasks as reconciling the thousands of checks she wrote each month: "In my old system, it would take me about a week to do a reconciliation; with Acumatica, I did September's reconciliation in two hours. It's saving me so much time.

Before, I was working until 10 or 11:00 at night. This time, I didn't have to come in Saturdays and Sundays. It's a huge, huge difference."

Ms. Lavin reports that Acumatica is "very user-friendly," which helped her during and after the campaign season: "Everything took five times less time than it used to take."

Thanks to Acumatica, Ms. Lavin says, "I have more time to do things that are more important, such as get the billing out. I have more time to do the things that make the money, not just things that take care of the money once it's in."

Ms. Lavin is glad that Target Enterprises made the switch to Acumatica. "I'm very, very satisfied," she says. "I'm really happy that we did it."

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