

## Customer Profile



### Executive Summary

#### Previous Solution:

- Microsoft Dynamics GP

#### Switched to Sage Intacct to:

- Automate manual processes
- Increase financial and operational visibility

#### Results with Sage Intacct:

- Halved monthly close time
- Saving 30+ hrs/month on reporting
- Cut receivables by 2/3
- Avoided \$50,000 in annual headcount costs

“With Sage Intacct, we can more quickly and easily determine whether new member programs are viable, or recognize when we might need to cancel a workshop that doesn’t bring in enough registrations to cover its cost.”

—Melissa Lorts,  
Finance Director, MSTA

### Eliminating the Headaches of Outdated Accounting Software

An independent association that advocates for teachers, the Missouri State Teacher’s Association (MSTA) has evolved rapidly in recent years. The 160-year-old nonprofit organization has grown non-dues revenue through conference sponsorships and foundation donations, spun off its retreats department into a separate 501c3 company, and added new training and networking events.

Previously, the organization used Microsoft Dynamics GP, an on-premises accounting software package, which created several challenges for the finance team. The old system hampered their productivity because of its time-consuming, limited reporting capabilities; difficulty integrating with other business applications; and complex upgrades that cost the finance team a week of time and around \$15,000 in consulting fees every two years.

“We went looking for a cloud-based financial management solution that could seamlessly integrate with our Salesforce-based association management system and would give us the detailed financial and operational visibility we needed,” said Melissa Lorts, finance director at MSTA. “After evaluating Sage Intacct and NetSuite, we found that Sage Intacct’s reporting capabilities met all of our requirements and more, and its sales and support teams went the extra mile to make sure we could easily configure the system for our unique requirements.”

### Streamlining Financial Processes Drives Efficiencies

After implementing Sage Intacct, MSTA was able to cut its month-end close from twenty days down to ten.

“We’ve found that most of our financial workflows can now be completed in a one-step process—whether inputting a journal entry, looking up an expense, or completing bank reconciliations—all things that took at least three to four steps in Dynamics GP,” shared Lorts. “As a result, our lean accounting team is much more productive and we’re saving around \$50,000 in salaries and benefits each year from reduced headcount costs.”

MSTA realized its biggest productivity savings in its reporting process, which previously involved exporting data from Dynamics GP, manipulating it in Excel, and preparing detailed reports for the board every month. MSTA's finance team also spent hours every day just pulling transactions for specific account codes to manually determine which costs should be applied to each committee or workshop budget. Now, all of these processes are automated, and Sage Intacct generates all the necessary reports with the push of a button—saving the team at least 30 hours of work every month.

In addition, the team sped up its bank reconciliation and expense reimbursement processes by eliminating the redundant data entry required by Dynamics GP and leveraging Sage Intacct's import capabilities. These improvements have saved the accounting department another 20 hours each month.

## Rich, In-Depth Reporting Delivers Valuable Insight

Sage Intacct's powerful reporting functionality makes it easy for MSTA to provide its board with balance

sheets and income statements, as well as year-over-year and budget-to-actual comparisons that inform future forecasts. The finance team built personalized Sage Intacct dashboards for each senior leader in the organization, providing insight into just the things they need to see—such as real-time convention revenues—at a moment's notice.

"Sage Intacct provides us with unique multi-dimensional visibility into financial and operational metrics. We can analyze the data across a variety of categories—everything from specific departments, teacher workshops, and conventions, down to task forces, customers, and individual employees," noted Lorts. "With all of this insight, we can more quickly and easily determine whether new member programs are viable, or recognize when we might need to cancel a workshop that doesn't bring in enough registrations to cover its cost."

With Sage Intacct, MSTA now has a reliable view into every aspect of its business, including its growing non-dues revenue stream, specific opportunities for cost savings, and unpaid receivables. In fact, this visibility helped the organization reduce outstanding receivables by about two-thirds.

## About MSTA

Established in 1856, the Missouri State Teacher Association is a grassroots organization made up of local Community Teachers Associations in each local school district. A state-wide teachers association, MSTA serves more than 45,000 educators in Missouri and is dedicated to educating the state's children.

