

Success story

Sage Intacct helps Atlanta Convention & Visitors Bureau increase productivity by 70% through integration



As the liaison between meeting planners, tour operators, and more than 800 member organizations, the Atlanta Convention & Visitors Bureau (ACVB) helps to bring over 42 million visitors to Georgia each year. In support of its mission to drive tourism, ACVB runs a nonprofit chamber of commerce and arts foundation, as well as for-profit publications. Previously, the organization struggled to achieve real-time financial visibility across its multi-entity legal structure using a legacy IBM AS/400-based accounting system.

“Before we switched to Sage Intacct, our cumbersome green screen software slowed down critical financial processes and required way too much manual work for things like consolidations, data entry, and inter-company transactions,” said Braam du Plooy, Controller at ACVB. “It had no flexibility to integrate with the other systems in our environment, and made it impossible to get transparency into our financials before the monthly close.”

The bureau decided to convert to modern, cloud-based accounting software that would meet its needs long-term. Du Plooy was impressed by the Sage Intacct roadmap of innovation and easy, intuitive interface across the full spectrum of accounting automation. ACVB worked with Sage Intacct partner CliftonLarsonAllen to implement the new solution, and immediately saw improvements in its revenue reconciliation, monthly close, and accounts payable processes.

Key outcomes

- Shortened monthly close from 10 to less than 3 days
- Reduced AP and payroll workloads by 70% and 90%, respectively
- Increased business agility through multi-dimensional visibility
- Software paid for itself in less than 6 months



Organization

Atlanta Convention & Visitor's Bureau

Location

Georgia, US

Industry

Nonprofit

Sage Products

Sage Intacct

About Atlanta Convention & Visitors Bureau

Established in 1913, Atlanta Convention & Visitors Bureau (ACVB) is the official destination marketing organization for the city and serves to favorably impact Atlanta's economy through conventions and tourism. ACVB acts as the liaison between meeting planners, tour operators and more than 850 member organizations to support Atlanta's \$15 billion hospitality industry and generate nearly 51 million visitors each year.



Reaching peak performance via best-in-class financial management

With its Sage Intacct-powered financial hub, ACVB streamlined core financial processes for dramatic time savings. The finance team used to spend 4-5 hours every month on spreadsheet-based revenue recognition; now the entire workflow is completed in seconds. This automation is one of the reasons ACVB has reduced its monthly close from 5-10 days to just 1-3 days. “Thanks to things like the monthly recurring journal entries we’ve created in Sage Intacct, we can meet any close deadlines that come our way,” du Plooy noted.

ACVB turned to the Sage Intacct Marketplace for more best-in-class applications that could extend its success in the cloud. The company deployed Brittenford Systems’ ExpenseConnect add-on for seamless bi-directional integration between Concur and Sage Intacct. This combination extracts real-time expense data from Concur, and ensures that expenses are allocated correctly in Sage Intacct for reporting. The team also integrated Bill.com to round out its accounts payable solution with digital business payments. As a result, ACVB has gone paperless and reduced its AP workload by 70%.

The organization also leverages the Sage Intacct integration with Adaptive Insights for budgeting, and set up automated imports from its Paycom payroll software into Sage Intacct, which reduced the payroll manager’s work by 90%. “These drastic time savings have freed us up to focus less on repetitive manual tasks and more on the big picture. The entire dynamics of the team have changed now that we have a financial hub built around Sage Intacct with integrated, best-in-class functionality that perfectly meets our needs,” shared du Plooy.

Improving financial visibility to ensure agility

ACVB’s finance staff can now focus more on the quality of data in the general ledger. This mindset shift—along with the improved data accuracy that comes from seamless integration between systems—gives the organization trusted, reliable information upon which to confidently make decisions. “Now our department heads don’t have to wait a week or two after the end of the month to get insight into business performance,” commented du Plooy. “They log into Sage Intacct at any time, analyze their department or program budgets, and react in real-time.”

Sage Intacct provides a multi-dimensional view into ACVB’s general ledger, so the team can slice and dice financial reporting across departments, programs, funds, entities, employees, customers, or vendors. This flexible approach allows them to compare financials in several ways. For instance, they can run profit and loss statements for each program across multiple funds, drill down into a specific fund to look for potential misallocations, or compare actuals-to-budget across any dimension.

“One of my favorite things about Sage Intacct is having the ability to easily create custom reports on my own. Now, I’m in a position to provide reports more quickly and be a true champion within the organization,” concluded du Plooy. “With just a bit of simple configuration, I can tailor the data in order to track whatever business drivers matter most, and deliver more meaningful visibility through things like Sage Intacct Performance Cards that visualize important trends in a quick and intuitive way.”

“Sage Intacct has delivered clear ROI by saving our team members upwards of 70% of their time, which they can now allocate towards quality control, process improvements, and other strategic initiatives. As a result, we estimate that our investment in Sage Intacct was paid off in less than 6 months.”

Braam du Plooy

Controller, Atlanta Convention & Visitor’s Bureau



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