



Preferred Provider of
Financial Applications for
AICPA business solutions

Customer Brief

DIRECTV and Dish Network Reseller Bulk TV and Internet Improves Financial Operations with Intacct

“Intacct’s ability to integrate with Salesforce offered us tremendous value. We didn’t have to spend a lot of time and money up front to create the integration and, once the applications were linked, we gained better control of our contract management and billing processes. Getting the invoices out the door faster means we get paid faster.”

- Brian Madigan, Controller
Bulk TV and Internet

High Growth Requires Turn-Key Financial Management Solution

Bulk TV and Internet specializes in offering DIRECTV and Dish Network packages for commercial properties such as hotels and apartment buildings. With a staff of only 20 employees covering the entire United States, efficiency and productivity — as well as collaboration across departments — are critical to the company’s success.

During the last year, Bulk TV started investigating ways to improve operations and decided that integrating its finance and sales processes was an ideal way to start. The Bulk TV sales team uses Salesforce for its customer relationship management (CRM) and the finance team was using QuickBooks for financial management.

The finance team was struggling with QuickBooks — Bulk TV had had a number of server issues with QuickBooks which resulted in system downtime and required regular IT intervention. In addition,

QuickBooks wasn’t meeting all the finance team’s reporting needs, so they often had to export data from QuickBooks into Microsoft Excel and then manually create the reports they wanted. Beyond these challenges, Bulk TV saw no way to easily integrate QuickBooks with its Salesforce applications.

After exploring a few solutions, Bulk TV chose Intacct, which stood out for its on-demand delivery model, rich reporting features and ability to easily integrate with Salesforce. Bulk TV controller Brian Madigan explains, “We wanted a web-based solution that would enable our sales team to create a contract in Salesforce and then simply push that information to our financial applications, so we could eliminate duplicate efforts between sales and accounting. Intacct not only met this requirement, but also offered incredible reporting and dashboard capabilities that we didn’t have with QuickBooks.”



CHALLENGES

- Looking to integrate its CRM and financial applications to improve operations
- QuickBooks often crashed and required regular IT intervention
- Wanted to eliminate the need to export data to Microsoft Excel for reporting

PREVIOUS SOLUTIONS

QuickBooks

RESULTS WITH INTACCT

- Fast and easy integration with Salesforce CRM delivers improved lead-to-cash process
- Improved contract management and renewals process improved efficiency, eliminating need to add accounting staff
- Better reporting and real-time access to key business metrics facilitates more strategic decision-making

“We can now analyze data in ways we were never able to do before. We’ve even created Intacct reports and dashboards for non-financial statistical accounts, so we can monitor our contract and installation turnover rates and ensure we are continually operating at optimal levels.”

- Brian Madigan

Intacct Delivers Easy Integration, Better Reporting

Intacct provides Bulk TV and Internet with a complete on-demand financial management solution that helps improve overall operations. By integrating Intacct with its Salesforce application, information now flows easily across the organization. Instead of finance having to manually enter sales data into their financial application, customer and contract information is now automatically shared from Salesforce into Intacct — significantly shortening the company’s lead-to-cash process.

“Intacct’s tight integration with Salesforce offered us tremendous value,” said Madigan. “We didn’t have to spend a lot of time and money up front to create the integration and, once our CRM and finance applications were linked, we gained better control of our contract management and billing processes. Getting the invoices out the door faster means we get paid faster.”

The rich reporting capabilities within Intacct eliminate the need to export data to Excel, which saves the finance team a tremendous amount of time and

increases their efficiency. Bulk TV also took advantage of the easy customization features to tailor the reports for its own specific needs.

Improved Financial Controls; Better Business Insight

Since Bulk TV started using Intacct, the company has enjoyed the benefits of improved financial controls and a better way to handle its contract management and renewals processes. In fact, Intacct so successfully streamlined Bulk TV’s

overall business processes that, instead of adding a staff person to handle increasing accounting needs, one person can now easily manage both accounts payable and account receivable.

Since Intacct is integrated with Salesforce, Bulk TV has fully synchronized front and back-office management solutions. By eliminating the need for sales to manually submit customer and contract information to finance, and solving the duplicate data entry problem when finance re-keyed information into QuickBooks, Intacct greatly increased the efficiency and productivity of both teams.

Intacct has also provided Bulk TV with better insight into its business so the company can analyze trends, spot exceptions and make improvements confidently — knowing its information is accurate and up-to-date. Madigan especially appreciates the ability to use Intacct dashboards to share real-time information with executives and staff alike, so the entire company has a pulse on performance.

“We can now analyze data in ways we were never able to do before. We’ve even created Intacct reports and dashboards for non-financial statistical accounts, so we can monitor our contract and installation turnover rates and ensure we are continually operating at optimal levels,” said Madigan. “As a result, Intacct not only helps us be more agile, but also enables us to be more strategic in our decision-making.”



About Bulk TV and Internet

Industry

Telecommunications

Headquarters

Raleigh, North Carolina

Overview

Bulk TV and Internet specializes in offering DIRECTV and Dish Network packages for commercial properties such as hotels and apartment buildings. The company has successfully installed cost-saving solutions in more than 150,000 commercial rooms/units throughout the United States.

