

Yearmovie, Inc.

**Company:**

Provider of consulting, support, and replication services, editing software, and music licensing for high school video yearbooks

Location:

Springfield, Missouri

Industry:

Multimedia

Problem:

A disconnect between the company's Salesforce.com CRM solution and its financial and supply-chain management was costing the company in terms of revenue, productivity, and financial insight.

Solution:

Integrating Intacct's on-demand financial and supply-chain management solutions put an end to wasteful duplication of labor. They also increased functionality for front- and back-office staff, who can now:

- Create sales orders directly in Salesforce.com
- Verify pricing, inventory, and shipping schedules online
- Track order fulfillment in real time
- Scale in line with a growing workforce and customer base

Result:

Free of duplicative effort, Yearmovie now enjoys higher productivity. Revenue is more reliable since data synchronization between CRM and financial management systems allows easy tracking of order fulfillment. And a centralized real-time view of operations from Intacct's executive dashboard enables the company to maximize the performance of a specific region or sales representative.

“Our business is rapidly growing and we need to scale. We now have an integrated financial management and CRM software-as-a-service solution enabling us to tie core data to our critical business functions including: customer interactions, shipping order management and marketing. Our best-of-breed system will maximize scalability.”

John Burgess, CEO, Yearmovie, Inc.

Problem

Whereas Yearmovie's sales consultants in the field were using Salesforce.com's CRM solution, personnel at company headquarters in Springfield, Missouri, were running independent financial and supply-chain applications.

One consequence was lost productivity as accounting staff had to re-enter all sales transactions reported by the field reps into a crude Microsoft Excel accounting template. A second consequence was lost revenue as salespeople had no efficient process for entering sales orders or tracking order fulfillments from the CRM system.

The disconnect between back-office operations and the field was also creating a more insidious problem: The accounting staff couldn't track sales performance, evaluate forecasts, or generate customized reports. Yearmovie's executives were working in the dark. Hardly the best conditions for shooting a movie, let alone running a business.

Solution

Yearmovie quickly integrated Intacct's suite of on-demand financial and supply-chain management applications with its existing Salesforce.com solution. The real-time data synchronization and almost limitless industry customization features allowed the company to complete all sales cycle steps inside one integrated web-based solution.

Without leaving the familiar Salesforce.com interface, users can create orders, as well as verify pricing, inventory, and shipping schedules online. They can also automatically synchronize customer data between CRM and financial management applications and track order fulfillment in real time.

Another benefit motivating the company to abandon in-house accounting software for a web-based solution was scalability. As Yearmovie's business grows, Intacct's solutions will always be able to meet the demands of an expanding customer base and workforce.

Result

Since integrating Intacct's financial and supply-chain suite with Salesforce.com, Yearmovie has recognized revenues more reliably as sales transactions update automatically and fulfillment is easily traceable. Productivity has similarly benefited as data entered once into either the CRM or the financial management system is immediately accessible to front-office and back-office staff.

Intacct's executive dashboard and business intelligence applications increased performance by providing a critical 360° view of operations. Managers now gain unprecedented business insights into areas such as the specific region performance, and apply those insights to geographic sectors.

