

## Switching to Better Flexibility and Connectivity

Red Door Interactive

### Challenges

## Switching to Better Flexibility and Connectivity

As a full-service marketing agency, Red Door Interactive's entire business revolves around quantifying the time employees spend on client projects. And with the company's rapid expansion over the past 15 years, critical tasks like time tracking and revenue recognition based on percent completion have become increasingly complex and cumbersome.

The agency previously used a disjointed mix of Microsoft Dynamics SL on-premises accounting software, along with FRx for financial reporting, AtTask for project resourcing and estimates, Concur for expenses, Paylocity for payroll, and Salesforce for CRM. Because these applications weren't integrated, Red Door Interactive's finance team struggled with duplicate data entry and error-prone invoicing. Exacerbating the situation, the systems had been highly customized over time, forcing the team to rely on a costly outside consultant whenever they had questions, needed to configure a new report, or wanted a process changed. So, they went in search of a cloud-based ERP solution that could offer more flexibility and seamless connectivity.

Natalie Bonczek, Red Door Interactive's Controller, shared, "One of our top priorities in choosing a new financial management solution was its project management functionality. We wanted a better experience for employees—starting with improved time sheet entry and streamlined multi-level approvals, all the way through the back-end of accessing project-based data." She continued, "We considered NetSuite, but decided to go with Sage Intacct because we loved its look and feel, the ease of navigation between modules, and its data accessibility through web services APIs."

### Solutions

## Timely Insight Sheds Light On Business Operations

With Sage Intacct's cloud ERP solution, Red Door Interactive started applying descriptive tags to each transaction in order to capture key dimensions such as relevant projects, clients, office locations, employees, or vendors. Now the finance team can organize financials and budgets according to this value-added operational insight. "When I first started using Sage Intacct, one of my absolute favorite features was the ability to filter data based on dimensions," commented Bonczek. "We simply could not do that in our old system, so it was always a guessing game of hoping we chose the right codes each time we had to run a new report."



### Company Overview

Founded in 2002, Red Door Interactive is a full-service marketing and advertising agency that's known for its data-driven approach to driving brand awareness, improving customer experiences, increasing leads, and growing loyalty and advocacy. Named one of Advertising Age's Best Places to Work, the company has three offices and over 80 employees across the nation.

### Executive Summary

#### Previous Software:

- Microsoft Dynamics SL

#### Results with Sage Intacct:

- Saved ~55 hours on monthly workflows and reporting
- Reduced A/P processing time by 83%
- Software paid for itself in ~9 months based on business value
- Scaled easily without adding finance headcount

## SWITCHING TO BETTER FLEXIBILITY AND CONNECTIVITY

Leveraging Sage Intacct's rich reporting capabilities, Red Door Interactive can monitor revenue trends and targets with incentive plan reports that include gross margin by customer, customer group, and project category. The finance team also built a custom "unbilled revenue" report, which tracks time and materials for retainer and hourly projects, so they can compare the agency's completed project work against target client budgets, and view how much budget is left at any time. In addition, an executive summary dashboard in Sage Intacct displays Red Door Interactive's 12-week cash forecast. Client Services dashboards feature sales reports, aging summaries, and invoices in process, while department dashboards show quarterly and annual budget vs. actual reports.

Finally, Sage Intacct's APIs allow Red Door Interactive's operations group to pull accurate, timely data into tools like Tableau and Domo for advanced data visualizations surrounding role-specific utilization rates, as well as client-facing dashboards and more detailed project and sales analytics.

### Results

## Financial Process Efficiencies Free Up Staff Time

Sage Intacct also helped Red Door Interactive streamline financial workflows like revenue recognition, accounts payable, and purchasing, while improving invoice accuracy for clients. For example, the finance team can now easily calculate the percent completed for each client retainer based on the number of hours tracked in Sage Intacct's time management application, which greatly simplifies rev rec.

Red Door Interactive spends millions of dollars each year on media buys on behalf of clients, and has improved this process by implementing purchase-to-pay best practices in Sage Intacct, including automated controls and requisition approval workflows. Media buyers can request a purchase order directly in Sage Intacct, apply it to the correct client and project, and upload a copy of the vendor's insertion order. With instant access to supporting documents, the finance team can quickly confirm that buyers have appropriate budget authorizations before any vendor payments are made.

Red Door Interactive saves 1-2 days in expense report processing each month thanks to Sage Intacct's seamless integration with Expensify, which automatically syncs credit card bills and other employee expenses in real-time, and applies them to the correct projects. Sage Intacct also makes it easier to set up new projects in the system, speeding the workflow by 2-3 days so that employees can enter time immediately when they start work for a new client, rather than doing it retroactively. This saves days of processing time later on during monthly invoicing.

“Visibility is where we've recognized the biggest gains from switching to Sage Intacct—its drill down capabilities are like night and day compared with Dynamics, and we love Sage Intacct's permissions-based dashboards. I save days of report preparation each month, because we've created helpful self-service dashboards where our executives, client services team, and department heads can find relevant, timely business insight on demand.”



Natalie Bonczek,  
Controller, Red Door  
Interactive

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