



VOICES.com

A SAGE INTACCT SUCCESS STORY



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- BRITTANY NASSO

Voices.com is the industry-leading online marketplace that connects businesses with professional voice talent, with over 1 million registered users. On one side of the marketplace, there are the clients who are in search of a voice-over, whether it be for media and entertainment, advertising, educational, or more. The supply side of the marketplace consists of voice over talent, who audition for and complete the different jobs. The company has been around for 15 years and was co-founded by David Ciccarelli and Stephanie Ciccarelli. Their head office is located in London, Ontario, with a headcount of 110 employees.

The Choice of BAASS

Voices.com was using the accounting system FinancialForce which integrated with their CRM solution, Salesforce. However, Brittany Nasso, Voices.com's controller, noted that the accounting solution was simply

unable to perform the necessary tasks for their business. Their accounting system was outdated and was lacking in the functionality the company required. As such, they began to research other options.

When Voices.com was searching for a business partner to assist with implementing new software, a large factor was the proximity to their head office. During the search BAASS filled two of their requirements - both experts with Sage and they had a local office in London. With BAASS having a local office it allowed the teams to work closely together and provide peace of mind for Voices.com knowing their business partner is a short drive away.

The Solution

Through a requirements analysis, BAASS identified several areas where Sage Intacct would be able to fulfill their needs. Voices.com

selected to implement Sage Intacct for their organization as it was the best fit and integrated with Salesforce. In particular, there were 3 main integrations performed, which run daily. The first integration creates invoices for all sales that are closed. The second integration obtains and applies payments to their respective invoices. The last integration creates the bills for talent, which corresponds to the payables side of the transaction.

The Results

Brittany said that "the process with BAASS and the implementation of Sage improved our processes, developed our team internally, and allowed for growth from a business and professional standpoint." Following the implementation of Sage Intacct, a lot of the previously manual work became automated. In addition, they now had timely financial records. Brittany noted that there was a big transition in terms of the responsibilities of her

team, as well. Prior to Sage, Brittany's team was composed of A/R specialists that spent an abundance of time handling collection calls and logging collections. Now, these positions have changed to accounting specialists. Their role evolved to include more accounting-based tasks, such as month-end reconciliations and adjustments. In addition, they now have more freed up time to work on other projects, rather than solely focusing on collections.

Voices.com utilizes Sage Intacct daily, and it has greatly enhanced other departments besides finance as well. Teams are now able to create departmental budgets through the solution, allowing department heads the ability to review their departmental spending more efficiently. Since this can now be done in a reasonable time of approximately 3 days after the month-end, in comparison to a month later, department heads can make timely and more informed decisions about their current spending and budget. All of Voices.com's departments, which consist of sales, operations, products, IT, marketing, and customer experience, have their own budgets and reports that can be run in real-time. Brittany noted that: "Now it's so second nature, but there was a point in time that we didn't have that feature."

As a takeaway, she spoke about how Voices.com did not consider the impact of not having integration for their cash receipts. This came to their attention the month-end following the

implementation of their Sage Intacct solution. Brittany recalled how her team, her CFO, and herself were manually inputting cash receipts; it is important to note that due to the nature of their business, they can have thousands of transactions a month. As a result, an integration was quickly set up with BAASS, in time for the next month-end. The situation was caught and rectified right away. She recalled their ability to get creative and collaborate with BAASS' development team in terms of integration.

Brittany reflected on working with BAASS: "I found that BAASS employees were extremely knowledgeable. Our one rep is an accountant by profession, so his background was very helpful during the implementation. I would suggest something, and he would walk me through it from an accounting and system standpoint." Having such easy access to BAASS' development team allowed unique integrations to be created to help enhance their solution: "The CRM team did a great job in identifying and understanding our needs. It was critical that they had experience with our business and understood what we were looking for. Ultimately, anything that we dreamed up, the CRM developers made happen!"



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The logo for Voices.com, featuring the word "Voices" in a large, bold, white sans-serif font, followed by ".com" in a smaller, white sans-serif font. The background is a blurred image of a person's hand typing on a laptop keyboard, with various data charts and graphs overlaid on the screen.