



# TINA DAVIES

## A SAGE INTACCT & DEVELOPMENT SUCCESS STORY



COMING UP WITH A SOLUTION TO GAIN THESE INSIGHTS AND RAPIDLY ADAPT TO CHANGING NEEDS AND TECHNOLOGY, WHILE HAVING THE CAPACITY TO ANALYZE AND DEPLOY NEW TACTICS RIGHT AWAY ALLOWS US TO STAY UP TO DATE WITH INFORMATION AND PREPARED FOR THE FUTURE.

Tina Davies is a leader in the PMU (Permanent Makeup) Industry, offering services and supplies for Microblading Procedures. Starting out as an artist herself Tina Davies' was "continuously disappointed with the tools available on the market", Tina decided to design a microblade that she knew would fulfill the needs and wants of artists. Working with her expertise, she was able to design, develop, and test a product for the best user experience and results. "Anything less than perfect was not acceptable" - Tina Davies. With the priorities of performance, safety, ergonomics, precision, and quality, the company grew rapidly to now stand as a global top tier brand.

### The Challenge

Prior to implementing a full business management solution, all accounting was outsourced; completed through spreadsheets and a disconnected Quickbooks

system. Outsourcing left Tina Davies with lack of visibility, connectivity, and actionable insights. With no clearly defined process in place it was difficult to manage and accurately forecast inventory levels for their eight warehouse locations. This made them dependent on employees manually entering data, with high risk for potential human errors. "Having third party accountants -- you lose visibility on your bottom line and how your company is performing on a regular basis" says Finance and Operations Manager, Anthony Sangra. Business operations and transactions were happening through Shopify and Amazon, although they had little to no insights on the success, trends and forecasting.

### The Solution

Tina Davies knew that they wanted to invest in the finance department to scale systems, tracking and

operations in-house. They wanted a solution that would grow with them and help monitor business processes and activities for long term success. After discussing priorities, needs, and current processes BAASS and Tina Davies decided that the Cloud based solution Sage Intacct would be the best fit for desired needs. The company decided to go fully cloud by having every application cloud based and automated to ensure accuracy and accessibility; this decision has allowed them to simply transition to a remote workplace during the COVID-19 pandemic. The BAASS development team worked closely with Tina Davies to develop a working bridge that would bring together Shopify and Amazon transactions to one fully integrated and responsive solution.

### The Results

Since implementing Sage Intacct, Tina Davies has been able to utilize

their system for marketing and inventory reporting, analyze program efficiency and customer analytics, launch an academy and create an overall streamlined approach. Anthony Sangra mentions that, "Tina Davies is now able to take advantage of KPIs to gain actionable insight into profitability, cash flow, forecasting, customer lifetime value and more. It's great working with a partner that can help you keep up with things".

The BAASS developed bridge between Shopify and Amazon enabled them to have one responsive, collaborative, and organized system to show all details about the business.

Bringing all available information into one system has allowed them to simplify processes, save time, and increase accuracy with the ability to quickly pull reports on Amazon and Shopify, without needing to map products; just a simple click and they are able to gain the information. Since implementation Tina Davies has gone from offering around 24 products to 250, Sage Intacct has helped them to stay organized and adapt to any sudden changes during their transition, and with the goal to continue expansion they look forward to what is to come.

## ABOUT BAASS

BAASS is a provider and implementer of accounting and business management applications for corporate and community-based organizations across Canada, the U.S.A, and the Caribbean. BAASS is a full-service technology consulting firm with over 30 years of experience in providing quality products, services, and support to clients in a number of industries.

With a complete team of certified IT and e-Business consultants in 23 offices across Canada, the U.S.A, and the Caribbean, BAASS offers a comprehensive line of services from needs assessment, system design & configuration, software training and technical support in accounting, ERP, CRM, e-Business, custom developed and web solutions, specializing in Sage 300, Sage Intacct, Sage CRM and Sage Enterprise Management products.



WORKING WITH THE BAASS DEVELOPMENT TEAM HAS BEEN THE SHINING POINT OF THE IMPLEMENTATION, WE ARE ONE OF THE FIRST COMPANIES TO GET ACCESS TO THIS INFORMATION.

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