

Marathon Ventures Saves Finance Team 36 Hours a Month Through Productivity Gains

Marathon Ventures

Challenges

Managing Complexity with Flexible Financial Software

Marathon Ventures secures exclusive rights to sell direct response and paid programming commercial inventory for television networks, station groups, and program distributors, then manages the entire sales process including pricing, planning, negotiation, trafficking, invoicing, billing, collection, and remittance to rights holders. Marathon's client roster includes Fox Business News, MGM Television Distribution, Raycom Media, Tribune Media, and The Tennis Channel.

The company's rapid sales growth led to significant increases in the transactional information required for Marathon to communicate effectively with advertisers, advertising agencies, and its media clients. In order to maintain its highly tailored and complex FinancialForce.com instance, Marathon's finance team previously spent approximately \$8,000 annually for a technology consultant. In an effort to streamline the process, Marathon opted to start fresh with new cloud-based ERP software.

"After seeing an Sage Intacct demo, it was immediately clear to us that this was a highly intuitive solution and could produce much more accurate, reliable financial data for our business," said Sabry Mohideen, CFO at Marathon Ventures. "We chose Sage Intacct over other cloud software on the market because it was built as a solid multi-ledger accounting system with sophisticated financial controls and flexible reporting—all seamlessly integrated with Salesforce."

Solutions

Saving Time with Automated Business Processes

By implementing Sage Intacct, Marathon Ventures streamlined several processes such as invoicing, accounts receivables, accounts payables, and bank reconciliations. Previously, the finance team had to manually create a corresponding payables entry every time Marathon received an advertiser payment, a process made more complicated when payments were associated with multiple invoices.

In comparison, this whole process—from generating advertiser invoices to processing payments—is now fully automated by Sage Intacct, which saves five person-hours each month. These efficiencies extend to what were formerly time-consuming check runs that previously took a full week and are now completed in approximately two days with Sage Intacct.

Sage Intacct positively impacted the company's monthly close, which has been shortened by a few days, and financial report preparation, which can now be completed with just a few mouse clicks. Reconciliation of subledgers to the general ledger is also streamlined and faster because the finance team can pinpoint and resolve issues quickly within Sage Intacct. Mohideen notes that the bank reconciliation process is also easier in Sage Intacct, saving his team nearly a full day each month.

MARATHON VENTURES

Company Overview

Marathon Ventures manages sales for a wide range of content owners and distributors. The company leverages technology to develop proprietary, market-tested processes that enhance and leverage the specific dynamics of the media marketplace—including direct response and paid programming.

Executive Summary

Previous Software:

- FinancialForce.com

Results with Sage Intacct:

- Saved finance team 36 hours/month
- Avoided \$8,000 in consulting fees annually
- Shortened monthly close and increased visibility

MARATHON VENTURES SAVES FINANCE TEAM 36 HOURS A MONTH THROUGH PRODUCTIVITY GAINS

Finally, integration with other best-in-class applications like Salesforce for CRM and Concur for time and expenses minimizes duplicate data entry. With important employee and sales data pulled directly into Sage Intacct, key workflows run smoothly from one system to the next.

Results

Gaining Big Picture Insight

Marathon Venture's financial visibility also received a significant upgrade with Sage Intacct's multi-dimensional reporting, which provides faster and more granular visibility into what's driving company performance. The business can leverage any of Sage Intacct's 150 built-in reports, or easily create custom reports without needing to wait on report customization projects or rely on external reporting tools. Marathon's finance team uses the system to produce monthly financials, as well as aging and open balance reports for individual customers and vendors.

In addition, Sage Intacct has helped the company simplify its chart of accounts without compromising reporting flexibility. Because the team tags each transaction with useful dimensions like network, advertiser, product, and brand, Marathon can easily organize its data to analyze and compare financial metrics across specific customers, vendors, and partners.

With Sage Intacct Performance Cards displayed on stakeholder-specific dashboards, company leaders also monitor valuable profit and loss trends quarter-over-quarter and year-over-year. As a result, they can easily see exactly where the business stands at any point in time and whether its growth meets expectations.

“Sage Intacct helps us quickly process thousands of transactions every month so we can keep up with the company's growth while minimizing the need for additional headcount. Plus, our team is now motivated to further automate processes, build new customer reports, and more because we have the bandwidth and confidence to do so.”



Sabry Mohideen,
CFO, Marathon
Ventures

