



CASE STUDY

Destination Marketing Organization

Client Overview

A marketing corporation for a major city and tourist hub in the United States. They managed their budgets in Excel before switching to True Sky.

Initial Challenge

Tying together individual budgets was a tedious task, with hundreds of account numbers and no real-time access to data.

Solution

True Sky Financial Model for GL-level budgeting, including for potential events using Line Item Details and Pivoted Entry to allow for efficient and user-friendly budget input.

Results

- Consolidated data for all accounts
- Real-time integration with Chart of Accounts and access to source data from ERP (Microsoft Dynamics GP)
- Increased visibility for the accounting department and department heads
- Reporting capabilities

Solution Highlights

- Excel end user interface for quick user adoption
- Templates designed with end-users in mind (for both finance and non-finance individuals)
- Seamless integration with source data

Leverage the
Power of Excel

Empower the
Finance Group

Facilitate
Knowledge