

Global Marketing Agency Boosts Profitability through Sage Intacct Budgeting and Planning

Red Door Interactive



Challenges

Curing Headcount Budgeting Headaches

Red Door Interactive is an independent, full-service marketing and advertising agency that opened its doors back in 2002. Since then, the business has expanded steadily and now provides award-winning services through over 80 employees all over the globe. Four years ago, its finance team adopted Sage Intacct as their financial system of record in order to better quantify employee time on client projects, manage revenue recognition and invoicing, and improve reporting and other key processes. As a result, the agency uncovered key business trends and achieved impressive finance efficiencies amidst company growth—saving over 55 hours on monthly workflows.

Following this initial success, the team wanted to extend these productivity gains to Red Door Interactive's budgeting and planning process. In particular, they struggled to compile complex budgets for salaries, new hires, office supplies, and other expenses in five different Microsoft Excel files, each containing several tabs. During the forecasting process, they spent days just calculating and re-calculating budgets for various scenarios.

Natalie Bonczek, the company's controller, remembers, "Each quarter, I would send budget sheets out to all our department managers, wait for them to add their requests, and then manually update my master workbook for a review with our executives. I was the only one who could make changes directly in the workbook, so there'd be multiple cycles, and we were often still finalizing budgets weeks into the quarter. This interfered with promotions and made it difficult to hold budget managers responsible for their costs."

To overcome these challenges, the marketing agency went in search of an easy-to-use, yet powerful financial planning and analysis platform. They evaluated several leading solutions before identifying Sage Intacct Budgeting and Planning as the solution that offered full FP&A functionality out of the box, along with a native connection to their Sage Intacct general ledger. Red Door Interactive made the decision and deployed Sage Intacct Budgeting and Planning in just a few days. Right away, Bonczek was able to streamline the finance team's budgeting and planning processes and benefit from greater visibility into headcount forecasts, ultimately achieving the greater flexibility and strategic insight they needed to more quickly respond to fluctuations in both market demand and staff turnover.

RED DOOR INTERACTIVE

Company Overview

Founded in 2002, Red Door Interactive is a full-service, global 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 two offices and over 80 employees.

Executive Summary

Previous Budgeting Solution:

- Microsoft Excel

Results with Sage Intacct Budgeting and Planning:

- Improved profitability by 12% year over year
- Reduced overall budgeting and planning time by 85%
- Cut scenario planning and forecasting cycle in half
- Accelerated final budgets by 3-5 weeks

GLOBAL MARKETING AGENCY BOOSTS PROFITABILITY THROUGH POWERFUL BUDGETING AND PLANNING

Solutions

Sage Intacct Budgeting and Planning Accelerates Forecasting

With Sage Intacct's cloud-based FP&A solution, the finance team replaced their Excel-based cycles with comprehensive automation that eased budgeting workload by 85%. They traded quarterly spreadsheet work and error-prone formulas for systemized, semi-annual modeling, analysis, and calculations—all integrated natively with Sage Intacct. Bonczek noted, "When I first started using Sage Intacct, one of my absolute favorite features was the ability to filter data based on dimensions for value-added operational insight. Now, employees, departments, office locations, and more are pulled from our core Sage Intacct general ledger and instantly mapped against the correct budget structure, so I can set up a basic budget in under an hour."

In addition, Sage Intacct Budgeting and Planning dynamically ties expenses—like meals and entertainment, employee gifts, computer equipment, purchases, and benefits—directly to headcount, something the team previously avoided during scenario planning because it required over-complicated formulas. Today, the system effortlessly recalculates these allocations each time Bonczek adds a new employee, updated salary, or different start date option, so she can run more scenarios and immediately see the potential impact of changes. This empowers her to create forecasts in half the time, monitor staffing dynamics in real time, and distribute final budgets to managers a week before the period starts, rather than after the fact.

Results

Better Scenario Planning Drives Accountability and Profitability

The agility and improved decision-making enabled by the platform, along with favorable market conditions, contributed to a significant increase in Red Door Interactive's bottom line this year. According to Bonczek, "Sage Intacct Budgeting and Planning creates a waterfall effect for the business. Since we can get budgets approved quicker, managers make decisions faster, and get employees on the right projects at the right times, so the benefits just keep on rolling forward. The solution also helps us from a cost control perspective because we have more visibility into our department expenses."

Individual managers can check their Sage Intacct dashboards at any time to see up-to-date budget vs. actuals graphs for current and prior periods. Thanks to this newfound transparency, they better understand the importance of budgets and stay on top of their costs. "Our department managers are responsible for their own budgets, and having personalized dashboards in Sage Intacct is critical," shared Bonczek. "This helps us hold managers accountable, and we've even started tying their incentive plans to their budgets. They can see how all spending impacts their team's profitability, so they're collaborating with finance more and managing costs closely."

"The first time I pulled up Sage Intacct Budgeting and Planning in our executive team meeting, they were absolutely blown away by how quickly I was able to create a scenario, plug in what they were asking for, and show the results in real-time. Our leadership was impressed with how well the solution worked, saw its value off the bat, and now they want me to bring it every time they review budgets."



Natalie Bonczek,
Controller, Red Door
Interactive

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