



Customer: Talent & Literary Agency
Customer Size: Over 300 Employees
Country or Region: United States
Industry: Entertainment & Literary
Partner: OfficeOps
Website: <http://www.OfficeOps.com>

Customer Profile

Based in Beverly Hills, California and New York, New York. Manages A-List names in movies, music, books, TV and athletics.

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics NAV
 - OfficeOps' Agency Advantage

Top Talent Agency Improves Operations and Financials with New Business Software

“The solution’s reporting function is outstanding. We can manage the fee arrangements between multiple participants and bookings for a single client; then generate any type of report we want. If they’re not already available, we can have specific reports built.”

Agency Revenue Manager

Business Needs

A Beverly Hills-based talent and literary agency represents some of the biggest named actors, writers, authors, producers and directors in the film and television industry. Although it is one of the top five agencies in Hollywood, the company relied on an outdated, character-based accounting system to process and distribute client payments, as well as to manage key financial data.

“The old system, Agency Manager®, didn’t let us perform functions we needed, such as better reporting and offering different ways of issuing checks,” notes the agency’s Revenue Manager. “Adding to the problem, the costs associated with creating a new program were astronomical and we couldn’t find an out-of-the-box solution to meet our needs. We definitely needed a solution that was more robust.”

After reviewing proposals from three other solution providers, the Revenue Manager knew that they would have to keep looking to find the right application for the agency. “One company pitched us that we wouldn’t have to do anything,” he recalls. “That seemed like an unreasonable expectation and an indication that they obviously didn’t understand the industry. Another firm was offering an Oracle-based solution and took forever to show us a prototype; when they finally did; the costs were through the roof.”

Solution

A meeting with OfficeOps soon changed everything. Jack Gentle, OfficeOps’ Partner, adds “Similar to what we do with every project, we performed a large amount of analysis – looking at the workflow of the existing processes, understanding the client’s goals and the efficiencies they want to gain.”

Once the requirements were clearly understood, the engagement team recommended using Microsoft Dynamics NAV as the foundation for a new trust accounting/check disbursement solution designed to meet the specific needs of talent agencies. The agency approved the project after reviewing a prototype of the proposed solution.

Adds the Revenue Manager, "It was very helpful that we could go along with the OfficeOps team to make changes as the work was performed. The whole process was well thought out and intuitive for our needs."

The solution OfficeOps created, Agency Advantage, is a comprehensive software solution built for Microsoft Dynamics NAV, the premier financial solution for mid-market companies. Agency Advantage is built from the ground up as a full-featured talent management solution. It was conceived and succeeds to be a full replacement to the legacy Agency Manager® green screen application that serves many talent agencies throughout the country.

The software lets users easily maintain complex details of the clients' unique financial arrangements, which include making multiple project bookings, payment schedules, scheduled receipts and commission disbursement structures. "Because it's built on top of the popular and powerful Microsoft Dynamics NAV financial application, full integration to General Ledger, Accounts Payable and Reporting provide the tools needed to support a highly efficient financial operation," explains OfficeOps' Gentle.

The familiar, Microsoft Outlook-styled interface and consistent, intuitive navigation, makes it simple for almost anyone to learn the program in just a few hours.

Benefits

Since implementing the new system on January 1, 2008, the agency has had nothing but positive experiences with Agency Advantage. "The solution's reporting function is outstanding. We can manage the fee arrangements between multiple participants and bookings for a single client; then generate any type of report we want. If they're not already available, we can have specific reports built," explained the Revenue Manager.

Centralized System

There's also greater control over invoicing and payment processes – reducing the level of human error. "We now have a centralized system to enter data, create invoices and store them, giving us the ability to know in an instant who was invoiced and when.

Plus, the solution's flexible configuration gives us the option to use a cash or accrual accounting method depending on the client.

Defined Check Processing

With the old system, we had to manually go through checks and identify which ones should have been direct deposited. Sometimes we would have issues of dual payments where a check was mailed as well as direct deposited. We also had a problem with knowing where to send a payment to a client since many of ours have multiple addresses. Agency Advantage takes care of these issues – and more.

Highly Productive

As a testimony to how beneficial the solution has been for the agency, the Revenue Manager adds, "We had an employee who worked here on the old system, then he went to another agency and came back to start using the new Agency Advantage system. It was very intuitive for his needs. With no more than an hour's worth of training, he was able to perform daily financial functions with minimal error.

