

## Creating Headroom for a Growing Business

Yesler, Inc.



### Challenges

## Creating Headroom for a Growing Business

Yesler, Inc. is recognized by Chief Marketer and B2B Marketing as one of the top business-to-business (B2B) marketing agencies in the United States. The firm offers a full spectrum of marketing services under its Yesler B2B brand and on-demand staffing under its Projectline Services brand, from three offices in the United States as well as locations in the United Kingdom and Canada. Since the company's inception a little more than a decade ago, Yesler has continuously diversified its list of global clients, and recently acquired another B2B agency.

To scale these increasingly complex financial management operations, the firm decided to replace its QuickBooks accounting software with a cloud-based solution. Yesler's finance team wanted a system that would connect seamlessly with other business systems, support multiple currencies and multi-entity consolidations, power advanced project accounting, and provide better visibility into operations across the company.

Yesler's CFO, Alex Converse, recalls, "When we decided to upgrade our accounting software, we looked at all available options. We quickly settled on a cloud-based midmarket solution, and narrowed our choice to Sage Intacct and Oracle NetSuite. Ultimately, we decided that Sage Intacct was the best fit for our business. It offers excellent flexibility through the ability to integrate with all sorts of different applications as our technology needs evolve over time, and we appreciate the company's clear commitment to growing mid-sized businesses like ours."

### Solutions

## The Power of Best-in-Class Financial Integrations

By implementing Sage Intacct as a financial hub, Yesler eliminated the many tools it was using for time tracking, financial reporting, and resource, vendor, and expense management, and realized a seven-month payback on its software investment based on efficiency gain as well as revenue enhancement and risk reduction. Now, instead of bouncing between disconnected workflows in QuickBooks, Excel, SharePoint, and Outlook, the finance team uses Sage Intacct's integrations with Salesforce, NexusPayables, and Mavenlink, which cut repetitive data entry across accounts payable, customer management, and resource planning processes.

AcctTwo, a Sage Intacct consulting partner, worked with Yesler to develop and implement this integration strategy, and Sage Intacct Technical Services helped to further extend the system. For example, they built a custom application on the Sage Intacct platform for automated ACH payments and electronic fund transfers through Bank of America, which sped vendor payment reconciliations.



### Company Overview

Yesler, Inc. is a services business made up of two brands with nearly 350 employees in Seattle, Portland, Philadelphia, and Toronto. Yesler is a full-service B2B marketing agency that blends strategy, creativity, and technology to build demand, engage customers, and grow revenue. Projectline Services is a values-driven consulting, staffing, and resourcing firm, providing world-class marketing consulting and services around the globe.

### Executive Summary

#### Previous Software:

- QuickBooks

#### Results with Sage Intacct:

- Scaled easily through acquisition and rapid revenue growth
- Saved \$10,000 per month in misused staff time
- Gained real-time visibility into account, project and department profitability

## CREATING HEADROOM FOR A GROWING BUSINESS

Yesler's report preparation and global consolidations have also gotten easier with the system's project accounting and multi-currency capabilities. "Because Sage Intacct's dimension capabilities make it easy to categorize transactions by specific accounts, projects, and business units, we can now put together P&Ls across multiple dimensions in minutes rather than days," says Converse. The finance team no longer has to compile time-tracking data from separate databases, run lookups to associate labor costs in Excel, apply translation rates for non-US employees, run PivotTables to summarize staff costs by project and account, or export project P&Ls from QuickBooks—all to create consolidated reports that were outdated by the time they could be delivered to managers.

### Results

## Project and Account Visibility Drive Accountability

"Because of our growing pains, we used to waste several days of accounting time and thousands of dollars on unprofitable accounts—for an aggregate cost of around \$10,000 each month—before these issues could be identified and addressed. Now our account managers have access to current data about account and project profitability, time and expenses, and employee utilization," notes Converse. "With our new environment, they enjoy real-time visibility at their fingertips, which has greatly increased accountability surrounding department P&Ls."

Yesler's finance team built a couple dozen Sage Intacct dashboards for various stakeholders across the company so that they have the reports and metrics they need, in the way they each need to see them, in one place. For example, the paid media team has a real-time view into expenditures by account, by advertiser, and by channel (e.g., Facebook, LinkedIn, Google). Account directors can quickly analyze client billing by time period and project, revenue by customer, actual vs. budgeted for profit and loss statements, and monthly or year-to-date operating profit.

This transparency delivers for the business: "During a time when our agency's expense growth briefly outstripped revenue growth, we faced a margin crunch that prompted a lot of financial scrutiny across the organization," says Converse. Thankfully, the team could very quickly pull up objective data in Sage Intacct that showed exactly why Yesler's margins were contracting. Using this information, Yesler management took the necessary corrective actions to navigate that period. "Twelve months after the margin crunch, we had our best year ever," he adds.

*"Sage Intacct was built to easily connect with multiple business systems; something that has proven crucial to Yesler's ability to scale as we grew from a small company to a mid-sized enterprise with hundreds of employees and tens of millions in revenue."*

Alex Converse,  
CFO, Yesler, Inc.

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