Sage 50-U.S. Edition | Customer Success

Welcome to Sage 50 Accounting—U.S. Edition, the new era of Peachtree. Sage 50 is the same solution that thousands of Peachtree customers know and use today with a new identity and a fresh approach. As Sage Peachtree, we built our legacy and demonstrated our commitment to value. Now, as Sage 50, we will up the ante on our commitment and shape the legacy yet to come. Read on to see how we helped one company reach its unique business vision, and how today as Sage 50, we can help you do the same.

Job Tracking and Reporting for Detailed Project Management with Sage Peachtree

When you're a young, start-up company with ambitious plans for rapid growth, your scarcest resources are time and money.

Those two concerns were top of mind for the founders of Gain Response Marketing, a Richmond, Virginia, database marketing firm launched in July 2001 by five veteran employees of a large marketing company. Since the launch, Gain Response Marketing has been using Sage Peachtree Complete Accounting and was ranked 53rd in Entrepreneur Magazine's Top 100 Fastest Growing Companies for 2004.

Gain helps its clients define marketing goals and develop marketing plans, then plan ways to use customer and prospect information to efficiently target the most valuable and responsive segments. To reach consumers, Gain uses direct mail, email, telemarketing and other media. It has copywriters and designers on staff, as well as production managers, account managers and database marketing analysts.

Affordable and Easy

Gain needed accounting software that was affordable and easy to use but also offered the ability to track detailed costs by job. Job costing was crucial due to the nature of Gain's business – creating direct marketing campaigns and direct mail packages. It was essential for the agency to track costs and evaluate profitability by each individual job. After researching options, Gain founders chose Sage Peachtree Complete Accounting.

Gain founders were impressed that Sage Peachtree received positive ratings from a Journal of Accountancy article and was recommended by the application service provider setting up Gain's IT systems.

Customer Gain Response Marketing

Industry

Database Marketing Firm

Location

Richmond, Virginia

Number of Locations

18

System

Sage Peachtree Complete Accounting Sage Fixed Assets



Challenge

Gain Response Marketing needed to affordably and easily track detailed costs by project.

Solution

Sage Peachtree Complete Accounting tracks the costs and margin on each project, giving a complete financial picture.

Results

Financial management tools in Sage
Peachtree have helped Gain Response
Marketing grow rapidly, from 5 to 18
employees. Detailed reporting enables the
company to make good business decisions.

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In-Depth Job Tracking

At Gain, every project is a job. Each project has a separate job number and, through Sage Peachtree, Gain tracks the costs and knows the margin on each job. Any labor costs are treated as a general operating cost and tracked by client rather than by individual job.

"The best feature about Sage Peachtree is the ability to track accounts payable and receivable in detail," said Brooke Bennett, Finance Director for Gain Response Marketing. "The reporting capability for sales and cost of sales are also incredibly helpful. Thanks to Sage Peachtree, we can make informed business decisions on a day-to-day basis."

The Financial Manager function in Sage Peachtree provides a business summary and key balance information so Gain staff can see the full picture in minutes, without creating reports. They can review Cost of Sales, Profit Margins and more, as well as up-to-the-minute balances on cash, accounts receivable, and other vital information.

Support into the Future

Financial management tools provided by Sage Peachtree have allowed Gain to grow rapidly. In about 20 months, Gain grew from five to 18 employees. In 2005, Gain secured nationally recognized customers.

In addition to the job cost tracking and general ledger functions, Bennett relies on Sage Fixed Assets to manage and accurately depreciate the company's fixed assets. This prevents Gain from overpaying on insurance and taxes and tracks assets from acquisition to disposition.

With the rapid growth of Gain, Bennett said, "We will be using Sage Peachtree for years to come because we know Sage will continue to support us as we grow."

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About Sage

Sage supports the needs, challenges, and dreams of more than 2.7 million small and midsized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, manufacturing, nonprofit, and real estate industries.

