



Equation Technologies and Sage 300 Automate Processes for Expense Reduction Analysts



Customer

Expense Reduction Analysts

Industry

Consultancy

Challenge

Accounting was complex and time consuming

Solution

Equation Technologies helped ERA run their business more effectively by migrating them to Sage 300

Results

- Accounting saved three days/week spent managing joint venture payments and distributions
- Reduced royalty report creation time, saving one week per month
- Simplified processes created free time to work on other projects
- Operational efficiency

Expense Reduction Analysts (ERA) switched off QuickBooks to Sage 300. Now, they save significant time producing reports and can manage their business more effectively. Since 1992, ERA has helped businesses across the world find extra profits by reducing overhead expenses. Clients on average enjoy a nearly 20% savings in non-core cost categories. Expense Reduction Analysts consultants work on contingency, earning their fees out of the savings they find. This “No savings-no fee” business model is unique and compelling; ERA assumes all of the risk and the client always comes out ahead.

In an ever-changing economy, more and more businesses of all sizes and across all industries are turning to Expense Reduction Analysts to help them remain competitive and profitable.

Each of Expense Reduction’s consultants is a franchisee with a defined geographic territory. With more than 700 consultants in more than 25 countries worldwide, Expense Reduction Analysts is growing rapidly, attracting both new consultants and new clients. “We have built a proven methodology to help companies uncover hidden profits,” said Teresa Terrel, Expense Reduction Analysts’ Controller who works out of Expense Reduction Analysts USA headquarters in Carlsbad, CA. “Every month we immerse 9-16 new consultants in an intensive two-week training program to learn how to follow our proven process.”

The combined skill set of the ERA consultant network is immense. Consultants are individual business owners, each with deep industry experience, who work together to optimize their clients’ results. For example, if one consultant has an expertise in Freight and another consultant needs this skill on a project, they create a joint venture arrangement. A single client engagement could require multiple consultants with diverse skill sets to ensure the greatest savings are achieved.

The challenges of centralized billing and the complexity of accounting for joint ventures in an environment of explosive growth were straining the capabilities of QuickBooks and spreadsheets beyond their limits. Most of the revenues coming in to ERA are redistributed to the Consultants who earned them, but ERA has additional, unique accounting challenges such



as royalties, fees and the tracking of marketing funds. The accounting for the various joint ventures was complex and time consuming. "We needed something that would take the information that we put together on joint ventures and fee structures, and automate it. We wanted to remove the risk of human error," said Teresa. Expense Reduction Analysts also wanted a solution that could eventually be rolled out to all countries, which meant multi-currency capability and language adaptability.

Teresa started her search for a new accounting system by describing ERA's business to as many people as possible. After an intense search, she settled on Equation Technologies. "Equation showed me how a customized version of Sage 300 would do everything we needed," said Teresa. "Even with all the modifications we had to make, our implementation went very smoothly," said Teresa who has been involved with numerous system conversions in her career. "We have Equation Technologies to thank for that."

Expense Reduction Analysts processes between 200-300 invoices each week. Client billings are now processed far more quickly, with special credit to the customizations Equation Technologies built for joint venture accounting. Joint venture accounting has to redistribute billings to multiple consultants associated with one client. "Nearly 90% of our consultant's engagements are joint ventures," said Teresa. "Equation Technologies created a way for us to maintain the joint venture distribution details so we can select which joint venture is associated with which job at the point of client invoicing. When the revenue comes in, an accounts payable voucher is automatically created for each consultant, with the correct percentages



earned for that particular job. It used to take us three days a week to account for and track these payments. Now I can create all these payouts by pressing a button. Consultants are paid quickly and accurately, and we save a significant amount of time each week."

ERA's Royalty Smoothing report also got a makeover. "We were using spreadsheets to track monthly royalties due from franchisees," said Teresa. "With over 200 franchisees, this got to be a very complex report. The new automated report from Equation Technologies has saved us a week every month."

The next enhancement to the accounting system will simplify the process whereby consultants email their billing requests to ERA. The experts at Equation Technologies have come up with an elegant solution that will save the accounting staff even more time and reduce the chance of duplicate entry. "We have an "opportunity" section in our CRM system where our consultants create a file for their new projects," said Teresa. "Consultants will be able to go to that section and enter the client's billing information. This information will be sent out in a batch to Sage 300 and be brought directly into Accounts Receivable."

Expense Reduction Analysts plans to give franchisees real-time access to various reports. "We want to give the franchisees easy access to everything they need to run their businesses effectively," said Teresa.

"The implementation of Sage 300 and the relationship we have with Equation Technologies has simplified everything we do," said Teresa. "I now have the time to focus on more strategic aspects of my job. The Equation Technologies staff is always very helpful and responsive. Their customer service is top notch and they have made it very easy for us to succeed."



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*Teresa Terrel
Expense Reduction Analysts, Controller*



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