

EC Hispanic Media Turns to Intacct for a Holistic View of its Business Performance

“Intacct has reduced the amount of time we spend preparing financial statements by at least a third, and cut our monthly consolidation and close process in half. We can also look at any type of breakdown we need, and better manage the company through an accurate, holistic view of our financial and operational metrics.”

– Gil Garcia, CFO, EC Hispanic Media

Looking for Cloud-Based Flexibility to Support Ongoing Growth

With the largest print and online presence serving Spanish-speaking Latinos in the U.S., multi-media company EC Hispanic Media has been growing steadily. It has expanded its print circulation from 20 to 48 regional zones in the last five years alone, while also increasing its focus on online properties and grassroots event promotions.

After many years of using QuickBooks for its financials, EC Hispanic Media’s chart of accounts was outgrowing the software’s capabilities. The company simply was not able to prepare accurate financial reports for each of its zones, because it had no way to easily track revenues, expenses, or profitability by product. Just to record its printing invoices alone, the company had to break out each bill into 150 line items if it wanted to properly attribute the various expenses to each region. In order for management to view profit and loss reports the way the company needed to, EC Hispanic Media’s finance team had to export data from QuickBooks into Excel, make gut feel estimates and assumptions about how to

allocate expenses, and provide the reports with caveats about accuracy.

“To close our books each month, we spent a lot of time trying to determine what late bills to accrue for, and then manually reverse accruals as the bills came in,” said Gil Garcia, chief financial officer at EC Hispanic Media. “Because all of this was done in an on-premises financial system, our team often had to work late or come into the office on weekends during month-ends.”

In addition, the organization was burdened with manual, paper-based approval processes for purchase requisitions, invoices, and time and expenses. For example, the finance team wasted a lot of time actually walking invoices from desk to desk to get proper approvals, and tracking down misplaced documents.

“As we expanded our business, it became clear that we needed a more flexible, cloud-based financial management system with better reporting functionality,” shared Garcia. “After comparing Intacct against NetSuite and SAP, we were blown away by what we saw from Intacct. We realized how easy it would be to make



CHALLENGES

- Growing media company needed a flexible financial management solution that automates financial processes
- Needed to more effectively manage and report on ~50 product lines
- Wanted richer reporting functionality for greater insight into its dynamic business
- Looking to implement a cloud-based solution for anytime, anywhere access

PREVIOUS SOLUTION

QuickBooks

RESULTS WITH INTACCT

- Gained ability to easily track, monitor, and report on several product lines, regions, ad types, projects, etc.
- Automated processes for purchase requisitions, invoice approvals, and time and expenses
- Halved monthly close process and cut time spent preparing financial statements by one third
- Achieved greater visibility into both financial and operational metrics to better manage the business
- Saves \$100,000 annually by avoiding additional finance headcount

use of Intacct's many general ledger dimensions to examine financial data without totally exploding our chart of accounts, which we were close to doing with our previous solution."

Comprehensive Automation Cuts Monthly Closes in Half

EC Hispanic Media implemented Intacct's financial management and accounting application in just a couple of months, with the help of Intacct partner Armanino LLP. The new system has dramatically streamlined several cumbersome processes for the organization, including purchasing, accounts payable, accruals, monthly closes, financial reporting, and time and expense capture.

"Intacct has reduced the amount of time we spend preparing financial statements by at least a third, and cut our monthly consolidation and close process in half – from nearly 20 days down to 10 days or less," noted Garcia. "As we continue to implement streamlined processes, we will likely be able to reduce our close by half again, and the best part is that we're no longer chained to our desks at the end of each month. With Intacct in the cloud, we can do the work from anywhere."

Process automation from Intacct enables EC Hispanic Media to reduce manual data entry throughout the month and the finance team can now more easily gain access to revenue and expense details for its different regional zones. Even though some of the company's revenues overlap across several zones or advertising types,

Intacct's automated revenue recognition functionality allows the company to easily categorize this income accurately.

EC Hispanic Media has also improved employee productivity and reduced errors by using Intacct to replace previously manual process with online self-service functions. "Automating the entire procure-to-pay workflow in Intacct has been a major improvement that eliminated several points of friction," shared Garcia. "Now, approval notifications and reminders for each step of the approval chain are all done electronically, we've gained the ability to control and easily track where items are in the process, and we can drill down on an expense and see the actual scanned invoice and all of its approval history."

The company has also seen similar gains from automating its time and expense capture. Not only is the approval process sped up with Intacct, but more employees have elected to get paid via direct deposit transfers, so EC Hispanic Media doesn't have to cut as many checks. As a result of these efficiency gains, the finance team is saving \$100,000 each year that it would have spent on at least two additional full-time headcount to accomplish these results with QuickBooks.

Slicing and Dicing Financials Across ~50 Products

With Intacct, EC Hispanic Media finally achieved the visibility it needed across the company's nearly 50 different products and regions. Intacct uses a single set of transaction data with multiple dimensions

associated with each transaction. This architecture allows the company to easily produce P&L statements for every product line, which gives product and project managers significantly better insight into exact revenues and expenses for each version of the company's print publications, as well as its online properties and event promotions.

EC Hispanic Media leverages the dimensions available in Intacct to slice and dice its financial information in several different ways, all right from the system without setting up complex charts of account. In addition to product-by-product views, the company now analyzes financial metrics for each of its advertising types (i.e. text classifieds vs. display ads), event projects, and regions.

With this thorough picture of its financial performance, EC Hispanic Media can now track profitability by each of its products and zones, and identify where it might be over-investing in an unprofitable zone or taking too long to bring a new zone to profitability. "Our biggest win from Intacct has been its ability to capture more data than we were able to track before," said Garcia. "With information that we can trust, we've been able to expand our reporting and do valuable analysis that we never even would've attempted in our old accounting software because of the time required. In Intacct, we can look at any type of breakdown we need, and better manage the company through an accurate, holistic view of our financial and operational metrics."

About EC Hispanic Media

Industry

Media Services

Headquarters

Los Angeles, California

Overview

EC Hispanic Media is a multiplatform media company that has helped large and small businesses reach U.S. Hispanic grassroots shoppers through mobile, social, print, online, event and custom multimedia solutions for more than 25 years. Through its own proprietary media platforms and other media sources nationwide, EC Hispanic Media ensures that companies are able to reach niche targeted markets through the media platforms they use most and in their preferred language.

