

Sage TimeSheet and Sage MAS 500 Deliver an Integrated Project Management and Time Tracking Solution to AKQA

The ever-changing media and technology landscape demands an advertising agency with innovation at its core. AKQA is a highly-successful, global-reaching leader in digital marketing and is the creative team behind award-winning ideas and strategies used by some of the world's most recognized brands, including VISA, Nike, Coca-Cola, and X-Box. Behind the scenes, AKQA is a project-based organization with more than 1,200 open projects at any given time. To successfully track and account for the time and expenses invested in each project, AKQA relies on Sage TimeSheet with its smooth integration with Sage MAS 500 ERP.

Choose an Integrated Solution

AKQA has used Sage TimeSheet for years, but more recently integrated the solution with its back-office financial and operations solution, Sage MAS 500. "We bought Sage MAS 500 to replace an old DOS accounting application that just couldn't keep up with our growth," recalls Reed Sortor, systems accountant with AKQA. "We looked at Microsoft Dynamics SL and other ERP solutions, but decided on Sage MAS 500 because of its powerful Project Accounting module and its integration with Sage TimeSheet."

The seamless interface between Sage TimeSheet and Sage MAS 500 Project Accounting means that project numbers,

tasks, and rates set up in the Project Accounting module flow to Sage TimeSheet and approved hours and expenses flow from Sage TimeSheet back to Project Accounting, eliminating the duplicate data entry required with other systems.

AKQA finds benefit in the entire Sage MAS 500 suite of modules to run its dynamic business. "We make use of several modules that you might not think of as typical for a project-based company," Sortor adds. "For example, we use the Sales Order module to bill our customers for media ad placement. Sage MAS 500 is very adaptable to our business operations and it allows us to keep all customer-related activity together in a single system."

Deliver Worldwide Accessibility

More than 700 employees in offices around the world are able to access Sage TimeSheet, either from their office workstations or remotely through a Web browser. "It's an ideal solution for a distributed workforce like ours," says Sortor. "Employees can enter their time and project-related expenses from anywhere."

To ensure each employee has accounted for their weekly hours, AKQA has configured Sage TimeSheet to automatically generate an e-mail reminder to employees if they have not allocated their standard weekly number of hours. "It's critical that we have complete and



CUSTOMER

AKQA

INDUSTRY

Advertising

LOCATION

San Francisco, California

NUMBER OF LOCATIONS

6

SYSTEM

Sage TimeSheet

Sage MAS 500

- General Ledger
- Accounts Payable
- Accounts Receivable
- Cash Management
- Project Accounting
- Purchase Order
- Sales Order
- Inventory Management
- Multicurrency Management
- Customizer

CHALLENGE

AKQA requires a powerful time and project management solution to help its distributed workforce manage thousands of worldwide projects each year.

SOLUTION

Sage TimeSheet and Sage MAS 500 Project Accounting provide an integrated project management solution easily accessible by AKQA's entire team.

RESULTS

Web or local access to timesheet entry functions enable the worldwide workforce to access the software from anywhere. Integration between time and project management software eliminates duplicate data entry and delivers real-time profitability data.

accurate time recording, yet it would be an impossible task to account for it all without Sage TimeSheet,” says Sortor.

The TimeSheet View displays a list of projects and tasks assigned to the employee. Entering time is as simple as clicking the cell representing the correct date and task. The spreadsheet look and feel provides an easy, intuitive interface that employees appreciate.

Work With Real-Time Data

Before AKQA implemented Sage MAS 500 and the Project Accounting module, project hours and expenses were re-keyed into the old accounting package. “Our project reporting was always a week behind,” Sortor recalls. “Some of our projects only last a couple of weeks, so the lack of current data was costly. We could be over budget, but not be aware of that until it was too late to take corrective action.”

Utilization reports show how and where AKQA resources are being used. Management can compare employees’ billable versus non-billable time, and work to improve the ratio between the two. Project Managers are able to generate reports and queries for a clear picture of what their teams are working on and how a project’s costs compare to its budget. “We keep a close watch on our project budgets and reports like the Project Forecast Estimate give us the data we need,” Sortor says.

Enjoy Fast, Accurate Billing

Using the Project Accounting module, AKQA is able to track its client-related projects, both billable and non-billable, and its internal projects. In addition to tracking all associated project labor and expenses, the Project Accounting module facilitates fast and accurate billing. It provides for a wide range of billing options, including retainer billing, so AKQA is able to track client retainer amounts and bill multiple projects against the retainer. Flexible invoice format options allow AKQA to assign a unique format to a client or even a particular project, giving each client the precise level of detail they require.

Capture All Project-Related Costs

Thanks to integration with the Inventory Management module, AKQA can easily transfer inventory items into and out of a project, ensuring accurate and complete cost data for each project.

Together, Sage TimeSheet and Sage MAS 500 deliver a comprehensive time and project management solution capable

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Systems Accountant
AKQA

of supporting AKQA’s global operation.

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If you would like to learn more about Sage TimeSheet and Sage MAS 500 ERP, please visit www.sagemas.com or call **1-800-854-3415** to speak with a representative today.

About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers’ needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries. Sage North America employs more than 5,000 people and supports nearly 2.9 million small and medium-size business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 14,800 people and supports 5.7 million customers worldwide. For more information, please visit the Web site at www.sagenorthamerica.com or call **866-308-2378**.