



## CUSTOMER SUCCESS STORY

**CUSTOMER**

CMD

**INDUSTRY**

Integrated marketing communications

**LOCATION**

Portland, Oregon

**Number of Locations**

One

**Number of Employees**

103

**SYSTEM**

Sage MAS 500

**Modules in Operation**

- Accounts Payable
- Accounts Receivable
- Customizer
- DataPorter
- eTimesheets
- General Ledger
- Project Accounting
- Purchase Order

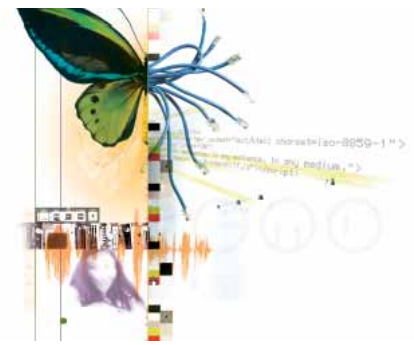
## Integrated Project Accounting System: Creative Solution for CMD

Why search for separate advertising, public relations, print design, video, and Web-site vendors when you can get them all under one roof?

CMD provides marketing communication services like these with integrated management for clear, consistent marketing messages across multiple disciplines. Founded in 1978 as Creative Media Development, today CMD is a subsidiary of JELD-WEN, Inc., the largest privately held company in Oregon. CMD's clients include Hewlett Packard, Cisco Systems, Dr. Martens, Novell, BridgePort Brewing, and Applied Materials.

One of CMD's biggest challenges is allocating employees' time to appropriate projects. "We're just like a law or accounting firm, selling our employees' time," explains Dave Eakin, CFO for CMD. "Entering timecard data was a full-time job, and a major headache."

Another issue was tracking the progress of individual projects and managing performance to bid, so project managers could know the precise status of a job and



have a chance to improve profitability. CMD also needed to synch its chart of accounts with its parent company. CMD had been happy with Sage MAS 90 as its accounting system for more than 10 years, but found they needed a more comprehensive solution for their growing consulting force, including special-feature modules and the sophistication of SQL architecture. So CMD upgraded to Sage MAS 500 ERP with Project Accounting and eTimesheets modules.

**Tallying Up Timecard Information**

Sage MAS 500's eTimesheets module is a browser-based time and expense application for dispersed or diverse

**CHALLENGE**

Eliminate errors and inefficiencies of centralized timecard data entry procedures, and find a way to maximize employee hours allocated to billable projects.

**SOLUTION**

Sage MAS 500 with eTimesheets and Project Accounting modules.

**RESULTS**

Freed up full-time data entry position for more productive work; Created better margins due to improved efficiency and accuracy in forecasting.

