



CUSTOMER SUCCESS STORY

**CUSTOMER**

Association Resources, Inc.

**INDUSTRY**

Association management

**LOCATION**

Hartford, Connecticut

**Number of Locations**

Two

**Number of Employees**

40

**SYSTEM**

Sage MAS 500

**Modules in Operation**

- Accounts Payable
- Accounts Receivable
- Cash Management
- eExecutive
- FAS Asset Accounting
- General Ledger
- Project Accounting
- Sage TimeSheet

## Association Resources Positions for Worldwide Expansion With Sage MAS 500

Professional associations are composed of volunteers, who are busy with their own careers, families, and businesses. It therefore often makes sense to outsource management duties to experts like Association Resources (AR), relieving volunteers of administrative and operational tasks so they can focus on their association's goals and strategies.

AR's team offers strategic planning and leadership development services to clients, and is skilled at membership services, financial accounting, meeting and event planning, publishing, Web development, graphic design, and mailing.

**Timely Data for Global Clients**

Since 1983 AR has served diverse national and international professional associations including healthcare providers, academics, counselors, and law enforcement officers. By leveraging AR's experience and state-of-the-art equipment, clients find they can lower their overhead costs and simultaneously achieve a stronger, more vital membership base.



As AR's client base grew, stand-alone accounting, timecard, and database systems became inadequate. "Not only was our technology quickly becoming outdated, but we needed integrated systems that communicated properly with one another," explains Joe Wall, senior vice president at AR. "Closed applications forced us to do continual batch downloads, resulting in a lack of timely information. So we shopped for an enterprise-wide solution based on industry standards to distribute information around the world. Sage MAS 500 ERP had what we needed."

AR implemented Sage MAS 500 for all its financial applications, including general ledger, payables, receivables, and cash

**CHALLENGE**

Data was difficult to obtain and cumbersome to manage with three stand-alone packages, including separate systems for accounting, timekeeping, and an association database.

**SOLUTION**

Sage MAS 500 financials with Project Accounting, eExecutive, and Sage TimeSheet modules.

**RESULTS**

End-to-end system allows 24/7 access for global customers, regardless of time zone, and provides real-time financial information, creating a significant competitive edge.

*"The biggest benefit of Sage MAS 500 is that it distinguishes us from our competitors. If we want to expand further into the global market, it's imperative that we supply real-time financial information anytime, anywhere, better than anyone else. That's exactly what Sage MAS 500 allows us to do."*

—Joe Wall  
Senior Vice President  
Association Resources

## ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



management. The package also tracks members, dues, invoices, and charges to specific account centers.

AR's clients can access financial data over the Internet through the Sage MAS 500 eExecutive module, which consolidates critical information into a compact executive portal. Day or night, from any location in the world, a click of the mouse summons detailed information on expenditures. Since some of AR's client organizations have officers in South America, Europe and Asia, this feature is a great convenience. It also allows the Brussels office to maintain the same information.

"An organization's treasurer can do research on a real-time basis," Wall reports, "drilling down to get the exact figures they need without a telephone call to the association office. Before, this data was historical, and it could be a month old before clients saw it. Now they can have up-to-date details on printing, mailing and labeling costs, for example. This is invaluable because the more they know about operations, the less risk they incur—and the better they can run their association."

## Power With Project Accounting and Sage TimeSheet

AR's legacy time system allocated employee hours to clients, but did not integrate with the financial package for invoicing and project tracking. The Sage MAS 500 Project Accounting and Sage TimeSheet modules, however, give AR a seamless system where data is entered only once, for better client accountability and improved efficiencies.

"The modules give us a browser-based means for staff to record their time," says Wall. "Employees enter hours to be charged to a project, and they're automatically posted for invoicing. This allows us to be very granular when we break out charges to clients."

The Project Accounting module also allocates expenses by event. "Associations can compare costs at different conferences and make more informed decisions about future events," Wall notes.

AR has built its reputation by helping associations expand and flourish, improving association services, attracting new members, keeping associations on a firm financial footing, and increasing their visibility and impact. The new system helps AR stay ahead of the pack. "The biggest benefit of Sage MAS 500 is that it distinguishes us from our competitors," says Wall. "If we want to expand further into the global market, it's imperative that we supply real-time financial information anytime, anywhere, better than anyone else. That's exactly what Sage MAS 500 allows us to do."

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SENT074 02/06 05-4301/0206