



## Peachtree by Sage Provides Job Tracking and Reporting for Detailed Project Management

When you're a young, start-up company with ambitious plans for rapid growth, your scarcest resources are time and money.

Those two concerns were top of mind for the founders of Gain Response Marketing, a Richmond, Virginia, database marketing firm launched in July 2001 by five veteran employees of a large marketing company. Since the launch, Gain Response Marketing has been using Peachtree Complete Accounting and was ranked 53rd in Entrepreneur Magazine's Top 100 Fastest Growing Companies for 2004.

Gain helps its clients define marketing goals and develop marketing plans, then plan ways to use customer and prospect information to efficiently target the most valuable and responsive segments. To reach consumers, Gain uses direct mail, e-mail, telemarketing and other media. It has copywriters and designers on staff, as well as production managers, account managers and database marketing analysts.

### Affordable and Easy

Gain needed accounting software that was affordable and easy to use but also offered the ability to track detailed costs by job. Job costing was crucial due to the nature of Gain's business – creating direct marketing campaigns and direct mail packages. It was essential for the agency to track costs and evaluate profitability by each individual job. After researching options, Gain founders chose Peachtree Complete Accounting.

Gain founders were impressed that Peachtree received positive ratings from a Journal of Accountancy article and was recommended by the application service provider setting up Gain's IT systems.

### Customer:

**Gain Response Marketing**

### Industry:

Database Marketing Firm

### Location:

Richmond, Virginia

### Number of Employees:

18

### System:

**Peachtree by Sage Complete Accounting**

**Sage FAS Fixed Assets**

### CHALLENGE

Gain Response Marketing needed to affordably and easily track detailed costs by project.

### SOLUTION

Peachtree Complete Accounting tracks the costs and margin on each project, giving a complete financial picture.

### RESULTS

Financial management tools in Peachtree have helped Gain Response Marketing grow rapidly, from 5 to 18 employees. Detailed reporting enables the company to make good business decisions.

### In-Depth Job Tracking

At Gain, every project is a job. Each project has a separate job number and, through Peachtree, Gain tracks the costs and knows the margin on each job. Any labor costs are treated as a general operating cost and tracked by client rather than by individual job.

“The best feature about Peachtree is the ability to track accounts payable and receivable in detail,” said Brooke Bennett, Finance Director for Gain Response Marketing. “The reporting capability for sales and cost of sales are also incredibly helpful. Thanks to Peachtree, we can make informed business decisions on a day-to-day basis.”

The Financial Manager function in Peachtree provides a business summary and key balance information so Gain staff can see the full picture in minutes, without creating reports. They can review Cost of Sales, Profit Margins and more, as well as up-to-the-minute balances on cash, accounts receivable, and other vital information.

### Support into the Future

Financial management tools provided by Peachtree have allowed Gain to grow rapidly. In about 20 months, Gain grew from five to 18 employees. In 2005, Gain secured nationally recognized customers.

In addition to the job cost tracking and general ledger functions, Bennett relies on Sage FAS Fixed Assets to manage and accurately depreciate the company’s fixed assets. This prevents Gain from overpaying on insurance and taxes and tracks assets from acquisition to disposition.

With the rapid growth of Gain, Bennett said, “We will be using Peachtree for years to come because we know Sage Software will continue to support us as we grow.”

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