

Sage ERP Accpac Creates a Model of Efficiency for Women Management

Women Management, founded in New York in 1989, is a model management company that has directed the careers of some of the most famous supermodels in the world, commanding the respect and attention of the industry's most powerful designers, photographers, and magazines. Until recently, the company endured widespread inefficiencies due to lack of integration between its business software systems that handled operations and accounting functions. The company employed Long Island, New York-based NextLevel Information Solutions to devise a fully integrated system that would tie together its ModelWire operations software with a new accounting system.

NextLevel implemented the Sage ERP Accpac accounting system and its own custom-programmed middleware solution, Model Blotter, which captures individual models' earnings and expenses and enables financial data to pass through seamlessly to Sage ERP Accpac Receivables, Payables, and General Ledger. Since the implementation, Women Management has realized a significant return on investment (ROI) with reductions in accounting personnel and outside audit costs, improved reporting capabilities, and increased efficiency.

Business Systems Without Integration Compromise Productivity

ModelWire, Women Management's main operations package, is an image delivery, invoicing, and booking system. Unfortunately, ModelWire did not integrate with either of the company's outdated accounting software packages: an antiquated model accounting system for handling payroll, tracking revenues and expenses for models, and the clients' accounts receivable data; and an entry-level accounting system used for general ledger and accounts payable. The lack of integration between systems resulted in time-consuming, redundant processes that diminished productivity and compromised the effectiveness of decision-making across the enterprise. Because the accounting office was hard-pressed to provide timely and meaningful reporting to management, the models, their accountants, and tax advisors, Women Management determined that it was time to overhaul its business management systems.

Customer

Women Management

Industry

Modeling & Talent Management

Location

United States

System

Sage ERP Accpac 200
ModelWire Operations Software
Model Blotter Reporting & Analysis Solution



Challenge

Lacking integration between business systems, Women Management endured systemwide inefficiencies and limitations that compromised productivity and decision-making.

Solution

Sage ERP Accpac integrates with modeling industry-specific solutions to provide seamless accounting, reporting, and analysis capabilities.

Results

Women Management now benefits from real-time data and much-needed management reports. Expense reductions have been phenomenal.

Sage ERP Accpac Delivers Stellar ROI for Women Management

Women Management decided to integrate its ModelWire operations system with a new accounting solution that could integrate all information automatically and produce customized reports. Specific objectives included: 1) Paying vendors and capturing typical general ledger expenses while simultaneously recording expenses incurred by Women Management on behalf of models; 2) Recording overall corporate revenues from ModelWire and account for model-related income; 3) Disbursing model payroll (earnings net of expenses).

Mark Lehr, managing partner of NextLevel Information Solution's New York office, was enlisted to devise and implement a new solution. He recommended and installed the Sage ERP Accpac accounting solution. NextLevel then integrated its own custom-programmed middleware solution, Model Blotter, which interfaces with ModelWire and the Sage ERP Accpac Accounts Payable vendor and invoice files, Accounts Receivable customer and invoice files, and General Ledger. Model Blotter allows detailed analysis and reporting of model profitability, withholding tax, company and "mother agency" commissions, and corporate earnings. Financial reporting, including accounts payable and receivable, is handled through Sage ERP Accpac. "Sage ERP Accpac's flexibility, configuration, and accessible architecture made the entire project possible," said Lehr.

Carol Rowbo, CPA and controller for Women Management, believes that Sage ERP Accpac is the perfect solution for Women Management. "Sage ERP Accpac, ModelWire, and Model Blotter comprise a seamless and comprehensive system that is second to none in the industry," she said. "The cost of the software and implementation has already been offset by the reduction of costs associated with accounting staff and outside audit costs. Sage ERP Accpac is an amazing tool for management."

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—Carol Rowbo,
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Women Management

About Sage North America

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