

A New School of Finance Thought at All Star Directories

All Star Directories, an independent marketing and technology company focused on improving lives through education, wanted to enhance their budgeting and reporting capabilities. After a recommendation from their CFO, who had used Prophix at a previous company, All Star Directories can now budget, report, and plan in much less time using Prophix's Corporate Performance Management (CPM) software.

Business Challenges

QuickBooks, All Star Directories' general ledger software, was not capable of producing the sophisticated reports and modeling that their company needed, which prevented their finance team from holding department managers accountable. Without a single source of finance truth, there was no way to track revenue and cost by channel, limiting All Star Directories' strategic analysis.

Why Prophix?

Flexibility and ease-of-use were among the top features desired by All Star Directories' Office of Finance. Their CFO, who had used Prophix at another company, suggested they consider CPM software as a solution to their difficulties with QuickBooks.

Results

After implementing Prophix on-premise, the benefits for All Star Directories were immediate. Using a direct integration, their Office of Finance can pull data from QuickBooks and their MSBI data warehouse into the solution.

All Star Directories is an independent, employee-owned marketing and technology company focused on helping individuals advance their careers and improve their lives through education.

Operating: Since 2006

Website: www.allstardirectories.com

Annual Revenue: 25-28 million USD

Employees: 52

ERP: QuickBooks



Prophix Customer Story

Prophix allows All Star Directories' finance team to have balance sheet and P&L data summarized in one 'highlights' report, which includes metrics such as: revenue, gross margin %, EBITDA, cash, liabilities and net cash. This gives them insight into how their cash reserves are holding up year to date, as well as how much cash they have to spend in the short term (liabilities).

They can also identify how they are tracking on a daily basis, and whether their marketing efforts are producing the volume, profitability and mix that they need by channel category. This has given them unprecedented visibility into how much marketing budget is available, as well as gross margin on a monthly and yearly basis.

Their finance team can now also review key metrics in terms of actual vs. plan, year to date, rolling average and trends.

Before Prophix, it would take All Star Directories 5 ½ days of compiling and reporting to finish their budget. With CPM software, it only takes a couple of hours to finish their budgeting processes.

Their reporting process now only takes 2 hours, which is down from a previous 16 hours.

Overall, All Star Directories estimates that they have saved **14 hours per month on reporting, several days of work on budgeting, and at least 6-8 hours a year on personnel planning.**

Future Plans

All Star Directories has plans to build an additional three models in Prophix; a customer model with monthly customer data at a summary level; a BI



model with summary lead, revenue and cost data by channel category; and a BI customer model with monthly lead, revenue and cost data at a summary level. Their finance team would also like to track fixed assets and stock options in Prophix.

About Prophix

Your business is evolving. Your systems should evolve too. Achieve your goals more successfully with Prophix's innovative Corporate Performance Management (CPM) software. Improve profitability and minimize risk when you automate repetitive tasks and focus on what matters. Budget, plan, consolidate and report automatically. Whether in the cloud or on-premise, Prophix supports your future with a platform that flexes to suit your strategic realities, today and tomorrow.



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