

# Entertainment company improves workflow and efficiency

MarVista Entertainment

“Sage AR Automation has allowed our team to focus on bigger issues. Automation gives us back time to focus on important items like vendor and IRS forms, so we can get paid. It allows us to indirectly improve our DSO by having time to focus on those issues.”

**Jordan Newell**

Accounting Manager, MarVista Entertainment

## Company overview

Los Angeles-based MarVista Entertainment is a leading global independent studio that produces and distributes a variety of content across the world. With a library showcasing nearly 2,500 hours of content, and with 70+ new movies per year added to the company's development pipeline, MarVista has become one of the largest suppliers of movies to the worldwide marketplace.



## Results with Sage AR Automation

- Reduced DSO by 20 days
- Business scalability without incremental headcount
- CRM-level account analytics and real-time reporting
- Improved visibility across departments, customers, and revenue types



**Sage**

**Company**  
MarVista

**Location**  
Los Angeles, CA

**Industry**  
Entertainment

**Sage Products**  
Sage AR Automation, Sage Intacct





### **In search of flexible, cloud-based financial reporting**

Like many organizations, MarVista's accounts receivable (AR) invoicing and collections strategy was mostly manual, organized through Outlook and Excel. As a long-standing Sage Intacct customer, the finance team would regularly meet with internal stakeholders and update Sage Intacct, manually, based on feedback and follow up via Outlook based on those discussions.

"Prior to Sage AR Automation, we didn't really have a set workflow where we could track invoice correspondence, simply by just clicking on the invoice and seeing the history of follow-ups," notes Jordan Newell, Accounting Manager at MarVista Entertainment. "It was a pretty time-intensive process, especially in Q3 and Q4."

With a single AR person, managing upwards of 50 customer follow ups weekly, MarVista didn't have the ability or the visibility to view and track days sales outstanding (DSO) or other key metrics. On top of this, the AR Accountant would spend upwards of 35% of her week on collections activity. To help alleviate these challenges, the team tapped a colleague from the IT department to help with day-to-day issues.

How could MarVista improve their invoice deployment, gain visibility into their activity management and reporting strategy, and enhance their accounting workflows? Sage AR Automation was the answer.

"We wanted a solution that worked well with Sage Intacct and that wouldn't require customization," mentions Geoff Lyn, Vice President, Financial Planning & Analysis at MarVista Entertainment. "We wanted something out of the box that could be easily implemented and link directly to Sage Intacct."

### **Reduced time spent on collections and freed time to focus on tasks that enabled faster payments**

Since implementing Sage AR Automation, MarVista has been able to automate their AR processes, saving time and money. Time spent on collections, alone, has reduced 15%. The new processes and workflows created additional time reduction from the manual tracking and reporting that was done previously. This has allowed MarVista to return their borrowed team member back to IT and reallocate finance staff time to focus on key financial forms, allowing them to get paid, faster.

In addition to time saved and reduced (and trackable) DSO, MarVista has been able to build bifurcation into the invoice process to separate pre-production payments from those after a movie is sold into distribution. These changes allow for better reporting and greater visibility into cash flow and forecasting.

### Words of wisdom from MarVista



AR automation reveals pain points that we didn't realize we had.



Leverage new technology to evaluate your full process and reporting needs. Understanding how automation can solve the challenges of today and tomorrow is key.



Automation has allowed our team to focus on bigger issues. It gives us back time to focus on important items like vendor and IRS forms, so we can get paid. Allowing us to indirectly improve our DSO by having time to focus on those issues.





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