



UNITED COMMUNICATIONS CORP

WE TRANSFORMED THE WAY WE USED SBS SOFTWARE

AUTOMATING UCC'S MANUAL PROCESSES INCREASED ACCURACY AND ELIMINATED BOTTLENECKS

If your company had used the same financial management software for more than a decade, would you buy it again?

That question drove Jacque Kruger, accountant for United Communications Corporation (UCC), to the SBS website for a fresh look at SBS Financials.

"We really wanted to stretch our use of the system especially by automating our manual processes," she said. Jacque dove deep into the SBS website reading case studies, watching videos, and catching up on SBS product news.

Next, she reached out to the SBS support team. Together they identified areas where UCC could maximize their use of the system including automating inter- and intra-company transfers, bank reconciliations, budgeting, and imaging workflows.

Inter-company Transfers

"We made each entry twice—once on each side," she explained. "Because the division was required to match the entry on the parent company side, the business manager had to create the exact same entry on their side of the transaction to balance the inter-company accounts." This required active reconciliation each month. Automated inter-company transactions eliminated the double entry and the chance for error.

"The first month we used SBS for inter-company was intense. I stayed awake some nights thinking about the details wanting to be sure we had thought everything through." Jacque encouraged her colleagues and reminded them the new process would save time and provide a current view of each division's finances.

The change was worth it. Among other things, it eliminated the month-end rush to post transfers. "We're all seeing the rewards."

Support Every Step of the Way

Getting the most out of SBS Financials required a fresh perspective on the part of UCC users and a knowledgeable SBS support team capable of recommending improvements. Timely and personalized service helped keep projects moving ahead. "The support that we receive from SBS is unlike that from any other vendor.

"We have absolutely transformed the way we use SBS software. I am definitely looking forward to setting goals for what we will tackle next."

UCC is based in Kenosha, WI. It owns and operates print, broadcast, and digital properties in five states.

AUTOMATED BANK RECONCILIATIONS SAVE HOURS EVERY MONTH

Manual bank reconciliations took four to eight hours each month. Automating the process using SBS Bank Book saved up to seven hours - nearly one day a month.

INTEGRATED IMAGING PUTS DOCUMENTS WITHIN EASY REACH

Processing AP invoices in a seamless workflow has increased accuracy and decreased the time spent searching through filing cabinets for back-up paper documents.

ACCURATE VIEW OF FINANCIAL PERFORMANCE

Using one system for financial management ensures that users across all UCC divisions have quick access to the data they need to make smart business decisions.