petersonsullivan LLP

Certified Public Accountants
& Advisors

Century Analytics Customer Case Study:

Peterson Sullivan, LLC

www.pscpa.com

The Company

- Established in the mid 1950's, one of Seattle's largest firms with 190 professionals and support staff
- Serving publicly-traded companies, closely-held businesses, private individuals, non-profits, and auto dealerships
- An independent member of Moore Stephens North America(MSNA)
- Top 200 firm in the United States

The Problem

- No existing business intelligence prior to Century. A single Time/Billing person generated all reports for the Partner group and upper management

- Several reports were printed out of In house Practice solution and paper copies distributed. Reports were static and often out dated

- More aggregated reports were totalled from Practice reports and manually key punched into Excel spread sheets and pivot tables. Such reports would take upwards of 4-5 hours to complete. If the same report needed for a different time period, the entire process needed to be repeated

- Other reports were done by IT staff through complex SQL queries on the backend of the database

- Time & billing personnel were constantly policing staff to enter missed time into system

"Big label BI (Business Intelligence) solutions were too expensive. Century provided an immediate solution which fit perfectly for our organization's needs."

"We continue to have new or revised reporting requirements both internally and externally. Century has allowed for us to generate new or modify existing reports efficiently and timely. As we complete our implementation we look forward to providing our Partners and Firm Management accurate real time reports in an efficient manner." **Chris Russell, Managing Partner**

Century Software

The Challenge

- Asked by Partner in charge of operations to look at custom reporting solutions

- Looked at several BI(Business Intelligence) solutions but they were cost prohibitive. Solution needed to be relatively inexpensive

- Needed a solution which provided security to allow Partners to manage their book of business

- Needed a solution that could generate real time data in seconds

The Solution

- Two tiered approach to implementation:

    o First, automate existing reports to provide immediate ROI: Recreate existing reports and have the system automatically email on given dates. Setup system to automatically email staff with missing time

    o Second, create a custom dashboard with predefined drill down reports for Partners and other key management. Train on usage and ensure data is only relevant to those accessing data

- Unlike most BI solutions the user friendly and intuitive interface of Century Analytics will transform how partners and staff access and generate relevant reports and analysis. They will now have precise real time information at their fingertips to manage their day to day operations.

"Being delegated the task of finding a better Practice reporting mechanism was daunting. Big label BI (Business Intelligence) was too expensive, our Practice vendor's next generation software which promised better reporting was being continuously pushed back, and custom Crystal reporting was flat, labour intensive to generate a single report. Century provided an immediate solution which fit perfectly for our organization's needs." **Harrison Cody Page, COO**

Century Software

If you want to unlock the true value of your business data, please visit us at

www.censofinc.com or call us at 877.221.1972