

# Allured Business Media Improves Customer Service with Sage Intacct

Industry	Clients Since	Solution
Media, Beauty	1994	Sage Intacct

“I really lucked out with BT Partners because it is the most responsive vendor I have ever dealt with. They are a great vendor. The team is awesome. They are all about the customer.”

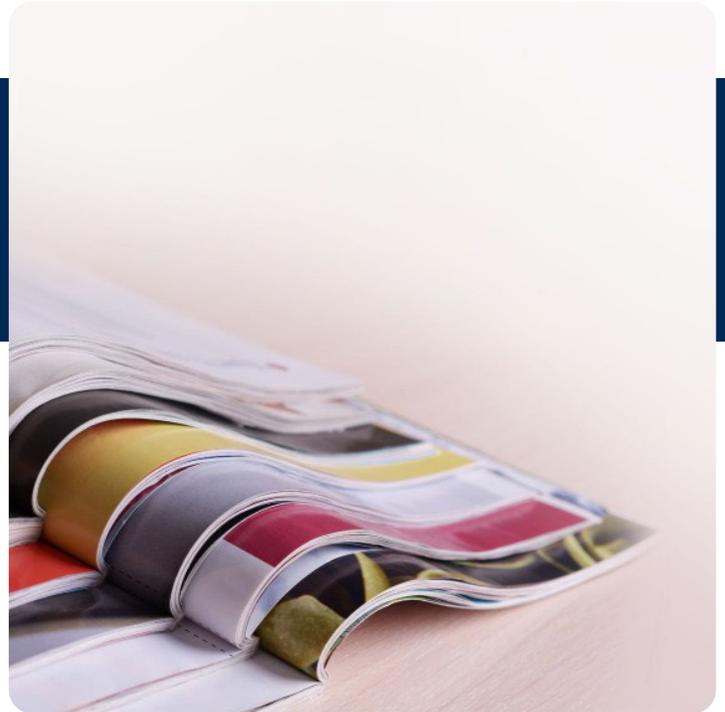


Linda Getner  
Controller, Allured Business Media

A family-owned B2B media company, Allured Business Media, serves the cosmetics, fragrance, flavors, and professional skin care markets through magazines, e-newsletters, websites and events. They deliver job critical information to their audience and connect qualified buyers and sellers. Allured was experiencing difficulties with their accounting software, finding it outdated and not robust enough to accommodate their growth & goals. The system was causing customer service challenges and Allured was paying for slow maintenance that wasn't being used. A new accounting software system was needed and Linda Getner, the company's Controller, managed the selection and implementation.

## Solution

Allured chose Sage Intacct because they were looking for a robust yet cost effective solution. They chose to work with BT Partners because of their commitment to client service. Of all the potential options, BT Partners best showed how the solution options &



capabilities would benefit Allured and was the only vendor to clearly commit to stand behind and deliver on all promises made during the sales process. BT Partners then took the lead with the implementation and set up all the areas needed. The team also helped with many required integrations with other software packages to ensure the system was set up for complete success.

## Results

With Sage Intacct, Allured is operating more efficiently, with better reporting and data access, so is able to better service their clients. With a small accounting team and limited internal staff support, Allured has also been able to count on BT Partners to provide an important functional augmentation role that has expanded the accounting bandwidth. “Above and beyond our new accounting software, which is great, BT Partners is always recommending improvements to what we do which shows they really know their stuff and are more like friends to us than just vendors,” said Getner.