

## Client Success Story

# Durham Convention & Visitors Bureau Finance and Marketing Employees Work Well With Dynamics GP



### Company Profile

**Client:**

Durham Convention & Visitors Bureau

**Industry:**

Public Administration

**Profile:**

Government marketing agency that creates consumer interest in Durham

**Web Site:**

[www.durham-nc.com](http://www.durham-nc.com)

**Years in Business:**

Established in 1989

**Size:**

17 employees

**Location:**

Durham, NC

**Microsoft Dynamics****GP Solution:**

Financial Series for three registered users and Business Portal

**The Challenge**

Durham, North Carolina is consistently ranked as one of the top ten places in the United States to live, work, or visit. As the marketing agency for the community, Durham Convention & Visitors Bureau is a dynamic, model organization that does an exceptional job promoting and creating awareness and revenue for Durham.

Durham Convention & Visitors Bureau (DCVB) is a government agency with public funds and is held to the same accounting standards as city and county government. Its annual audit is reported to the local government commission. DCVB's previous accounting software, QuickBooks, was problematic regarding internal controls and security. Even though their QuickBooks was stored in a particular place on their network not easily accessible to everyone, technically anyone could access the system.

In addition, DCVB's accounting system had to serve both finance professionals and marketing staff. Shelly Green, the organization's CEO, explains "We are first and foremost a marketing agency that tends to hire a lot of creative types - writers, web designers, graphic artists - because that's the business we're in. We wanted a system that is excellent for accounting personnel and is also simple for the rest of our staff to use."

DCVB needed a business management solution that solves its security issues, integrates with Microsoft Office Suite and SharePoint, and provides in-depth information and advanced functionalities yet is intuitive and easy to use.

**The Solution**

Like most organizations, DCVB evaluated several business management systems. It went with Microsoft Dynamics GP, a richly featured solution with robust financial and operational functionality such as business intelligence, reporting, budgeting and forecasting.

DCVB initially worked with another Microsoft Partner that implemented Microsoft Dynamics GP for them. However, DCVB switched to Durham-based Business Ready Solutions. Because Durham CVB is an economic development organization that generates business and tax revenue for Durham, its policy is to always hire local vendors.

After DCVB partnered with Business Ready Solutions, Green says the company did a commendable job understanding what was and was not working with Dynamics GP for DCVB, and what DCVB wanted to do with the system. She remembers Business Ready Solutions was good at telling DCVB what they needed to hear in order for Microsoft Dynamics GP to fit the needs and characteristics of their organization.



*"In our business, everything is urgent and time-driven. We don't have the luxury of delaying revenue for local businesses and tax revenue for the community. One of the great things about Business Ready Solutions is they understand that, and when we have problems that prevent us from getting our job done, they are extremely responsive."*

**Shelly Green, CEO  
Durham Convention &  
Visitors Bureau**

### **About Business Ready Solutions**

Business Ready Solutions, LLC is a consulting practice that provides Microsoft Dynamics GP software implementation and support along with business process and accounting consulting for small and mid-sized businesses.

As a Microsoft Gold Certified Partner, we are more than just a software vendor. Our team of outstanding accountants, CPAs, Microsoft Certified Professionals, and consultants is a broad-based resource with deep expertise to improve your business process and maximize your technology investment.



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"I don't know if we would have gotten to a productive phase with Dynamics GP as quickly without Business Ready Solutions," says Green. "Once we understood what Dynamics GP could and couldn't do, we used the system much more effectively and efficiently. Business Ready Solutions really helped us understand the system better. They also helped us determine what support we needed for the entire year, what our relationship would be with their company, and what we wanted them to do for us."

DCVB also installed Business Portal, a customizable, web-based application that provides one stop access to its relevant data and tools. All DCVB employees except the CEO have access to Business Portal. Business Portal is incredibly convenient for DCVB employees who often travel and are out of the building.

Says Green, "Business Portal is an essential component for us. That's where our PO system is. When something needs to be purchased, one person goes in and creates a PO to send to a supervisor for approval. At that point, there's a final approver whose signature is added. To be able to go into Business Portal and look at an invoice, click, and approve is an enormous time saver for us."

### **The Results**

Good stewardship of public funds and generating revenue for Durham are of paramount importance to DCVB. They achieve both with the help of Microsoft Dynamics GP and Business Ready Solutions. Shelly Green feels there are three major benefits for her organization as a result of using Dynamics GP:

- Enhanced security and tighter internal controls
- Business Portal that enables non-accountants to access an integrated system
- Deeper reporting and information and a system that easily lets them see projected cash flow

DCVB primarily uses Dynamics GP for financials, budgeting, payables management, purchase orders, requisitions, and commitments. Their system integrates with other Microsoft Office applications and is a core element of a seamless business management infrastructure. With Microsoft Office SharePoint, Dynamics GP facilitates collaboration and communication among DCVB's employees.

Says Green, "Business Ready Solutions takes responsibility for all our issues and concerns. Now we have more confidence someone is watching our back."

Responsiveness from their Microsoft Partner is essential, because everything in the daily life of Durham Convention & Visitors Bureau is urgent and time driven. "A marketing organization is all about opportunity. Opportunities present themselves every day, and we have to take advantage of them or they're gone," explains Green. "We can never recover lost revenue and opportunities for Durham and local businesses.

"When we have an emergency, Business Ready Solutions' response is quick. That's important to us. We have utmost confidence in the level of service from Business Ready Solutions as well as their level of expertise."