

CASE STUDY

Dean Dorton helps the Carolina Hurricanes get a biscuit in the basket by moving them to the cloud.

The Carolina Hurricanes, based in Raleigh, North Carolina, compete in the Eastern Conference of the National Hockey League. The Hurricanes are owned by a parent entity, Hurricanes Holdings, LLC, that also operates the PNC Arena, a merchandising store, food and beverage services, and more.

Dashboards, multi-entity reporting, dimensions, and better financial reporting were key selling points when the Hurricanes were looking at new ERP solution options. Dean Dorton worked with them to replace Sage Platinum (an unsupported product line) with cloud-based Sage Intacct that provided greater flexibility for reporting, dashboards for real-time data, and a paperless office environment.



The Challenge

Equipping the Financial Team to Succeed

Financial reporting and flexibility within the system were huge "must-have" items for the Carolina Hurricanes. They were struggling with Platinum due to the lack of a reliable reporting package that could produce real time reports.

The Arena reporting was especially cumbersome: they had no way to break out the event-based reporting (concerts, sports, wrestling, motorsports, etc.), which meant creating them manually after every single event.

The Solution

By switching to Sage Intacct, the Hurricanes gained a flexible, cloud-based system that allows them to slice and dice data to see the financial performance of the various revenue streams associated with a single event. The dashboards allow them to disseminate information quickly and effortlessly.

High Level Performance in a Winning Solution

The Hurricanes accounting team appreciates the time savings Dean Dorton and Sage Intacct have provided them through the automation of financial reports for each event, as well as the dashboards that allow everyone easy access to financial numbers without the accounting department having to spend time putting together paper reports. Sage Intacct has also allowed them to expand their financial reporting on the types of events each season such as hockey games, concerts, basketball games, family events, etc. This gives insight into what each event truly costs and how much it costs to switch between different types of events.



We have created custom dashboards for the directors, VPs, and executives which allows them to have easy access to their budget versus actual reports. This eliminates the pushing around of paper. The dashboards also save time for the accounting team since they eliminate the need for a meeting to distribute the paper version of the report and saves the team time on the phone since they can easily drill down into the report if they want to know further information.

*Shaun Nicholson,
Director of Finance for the Carolina Hurricanes*



"All the modules have met my expectations," said Nicholson. "There has not been any disappointment with Sage Intacct."

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Results with Sage Intacct

Moving to Sage Intacct also gave the Hurricanes an easier to use User Interface (UI), which has been one of the best benefits for their team. The simplicity and intuitiveness of the UI has allowed for a less painful transition for system users. And, the Sage Intacct UI made it easy to train new employees.

"With Sage Intacct, we are always up-to-date on the latest improvements for our ERP solution. I do not have to worry about not receiving the updates or if we are using the most recent best practices—unlike our previous on premise solution, where we would have to manually complete updates to stay current," said Nicholson.

High-Scoring Improvements Help the Accounting Team

The Hurricanes now enjoy a deeper analytical capability with their Sage Intacct solution. The dimensions within Sage Intacct allow the accounting team to track and report on financial data while simplifying their chart of accounts.

The Hurricanes now have a flexible foundation giving them quick access to the financial insights that help with speedy decision-making to drive growth.

"I anticipate many more improvements organizationally as we continue to build out Sage Intacct. I foresee drastic improvements as we get the purchasing module in place before the next hockey season," said Nicholson.

Why Dean Dorton?

Dean Dorton was able to meet all of the Hurricanes' expectations during the discovery and implementation process.

The expectations were set high by the Hurricanes: they wanted a consulting firm that would understand their needs, have a vast understanding of the solution they would be purchasing, and a consulting team that could do the implementation correctly.

"We were overdue for an upgrade to our accounting system and needed to redesign our chart of accounts," said the team's CFO. "Sage Intacct has made a world of difference by allowing us to account for and report in a meaningful way for our unique business needs. In addition, the system has provided for a number of efficiencies for all our users- my favorite- drill down capability from most anywhere you are within the system, which is extremely powerful and something we did not have in our prior system."



The implementation process went much better than I had anticipated. Dean Dorton played a big part in making the transition process as painless as possible. In hindsight I have no regrets in choosing Sage Intacct or Dean Dorton.



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