

CASE STUDY

Dean Dorton helps leading gym franchise move to a cloud-based ERP solution



Planet Fitness of Eastern North Carolina, based in Raleigh, is a franchise with 14 current gym locations. The finance team worked with Massey Consulting, now Dean Dorton, to evaluate and implement Sage Intacct's cloud-based ERP solution to replace QuickBooks.

Dean Dorton spoke with Brett Lucius, the Controller at Planet Fitness of Eastern North Carolina, to understand the challenges the franchise faced with QuickBooks and the top benefits they are seeing after switching to Sage Intacct.

The Challenge

Planet Fitness of Eastern North Carolina was growing at a rapid pace, quickly surpassing the capabilities of their current accounting system, QuickBooks. Because each separate fitness club entity has its own data files, the finance team was constantly checking to ensure that the same bills and information were not entered multiple times in different files. It was extremely challenging to understand the growth and financial data for each separate gym location.

Additionally, the reporting limitations inside of QuickBooks required manual processes using Excel and numerous error-prone spreadsheets. Instead of being able to focus on growing the business, the finance leaders experienced cumbersome workarounds, resulting in loss of productive time.

Another challenge that Planet Fitness faced with QuickBooks was the system's lack of ability to integrate with third-party systems, including the main point-of-sale system that the business relies on. As a result, business owners had to analyze financial data out of multiple systems.

The Solution

The finance team worked with Dean Dorton to evaluate and implement Sage Intacct, the only AICPA-preferred financial management solution on the market.

With Sage Intacct's dimensional reporting capabilities, Planet Fitness now has robust and flexible reporting, allowing staff members to quickly generate reports directly from the system. With state-of-the-art multi-entity management, Sage Intacct allows Planet Fitness to have real-time visibility into all 14 entities, ensuring there will not be billing duplications placed into the system and shrinking their chart of accounts.

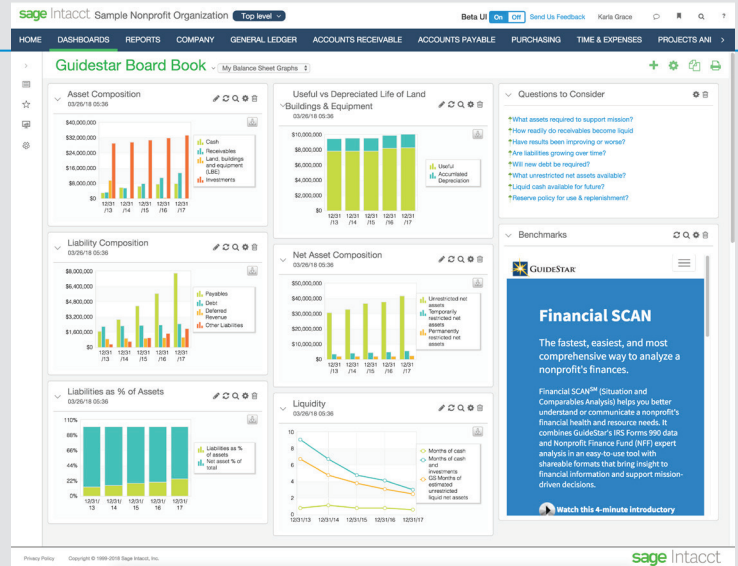


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Results with Sage Intacct

Planet Fitness of Eastern North Carolina has gained a multitude of benefits since implementing Sage Intacct. The cloud-based solution can be accessed from anywhere, at any time, and allows real-time insight into business financials so business owners can focus more time on strategic activities and their goal of growing to 25+ clubs.

Sage Intacct facilitates the management of transactions between the 14 entities and multiple locations, allowing the finance team to easily pull financial data and reports from any entity. This reduces the current time spent re-checking daily activities and eliminates the need for any spreadsheets or manual entry. Additionally, Sage Intacct's customizable dashboards are an immense business benefit, granting the business access to track key performance indicators and specific data in real-time.



Why Dean Dorton?

Dean Dorton is a full-service accounting and consulting firm with a dedicated team that specializes in accounting software implementations and integrations. Our team is comprised of technology consultants that have experience as accountants, controllers, and information systems experts. We strive to provide our clients the most efficient, integrated software solutions that will allow them to focus more on their business and less on their software. We have been named a Microsoft Gold Partner and Sage Intacct's Premier Partner since 2013.



Dean Dorton helped guide our team through the entire ERP purchasing process.

Brett Lucius,

Controller at Planet Fitness of Eastern North Carolina



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