

# AlphaMedica Gets Clean Bill of Health with QuickBooks® Enterprise Solutions



## BUSINESS CHALLENGE

AlphaMedica's marketing business is growing fast. They needed an accounting system that could keep up with a flurry of activity, generate quick payments and reports, and link smoothly to their in-house systems used to manage the more specialized aspects of their business.



## SOLUTION

- QuickBooks Enterprise Solutions: Professional Services Edition:
- Fast, powerful reporting
  - Well-developed API that supports integration with in-house SQL database applications
  - Quick, comprehensive payroll functions, with subscription
  - Easy upgrade to new release



## BENEFITS

- Smooth integration with specialized in-house systems
- New version helped double productivity from accounting staff, with reports generated up to 20 times faster
- Minimal disruption during upgrade, with no need for technical support calls

## CUSTOMER PROFILE

- Medical advertising, education, and marketing firm founded in 1998
- 60 employees
- Located in Tarrytown, New York
- Sales of \$25 million in 2005, not including media buying
- Using QuickBooks Enterprise Solutions: Professional Services Edition
- Loyal QuickBooks Enterprise user since version 1.0 in 2000



*"We are in a competitive market, and timelines tend to be aggressive. We have to be able to perform from end to end, and that includes having a sharp accounting system that can produce payments and good reports quickly. We simply don't have time to waste."*

**Micky Faust, Chairman**  
AlphaMedica

### Using Technology as an Advantage

Business is really heating up for medical marketing agency AlphaMedica. This New York-based business provides marketing services to the healthcare sector, using the latest technologies to publicize medical advances around the world.

The company has hit on the right prescription: AlphaMedica is truly a 21st-century communications agency, using a mix of technologies such as webinars, DVDs, database marketing, e-mail, and direct mail to reach their audience. They use programmers to develop and refine their own software applications, and their operation depends on the health of these systems.

Last year the firm brought in more than \$25 million in revenues, and they're considered one of the top 10 providers in their niche.

"We've got two major business challenges," says Micky Faust, Chairman and senior partner at AlphaMedica. "First, we've got to find and keep the top medical experts in a highly competitive environment. The second is more technology-based: We need to keep our divergent technologies tied together to one backbone."

Both challenges boil down to the same thing: timely communication, whether with outside suppliers or in-house employees. And AlphaMedica needs quick, reliable accounting software integrated with their enterprise systems to support the pace of their business.

### Business Growing at Breakneck Speed

To manage their accounts, AlphaMedica uses QuickBooks Enterprise Solutions. In fact, they were one of the early adopters using Enterprise Solutions since it first appeared in 2000.

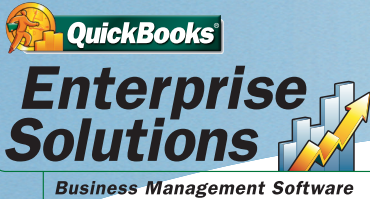
Business was booming, and keeping up was like trying to buy clothes for a growing teenager. This tremendous expansion put a burden on the accounting system, and as reporting needs became more complex, the staff was often waiting too long for reports to appear.

They thought they reached the point of outgrowing Enterprise Solutions and started examining web-based business system NetSuite. They asked their programmers how to plug it into their applications. Micky makes no bones about it: "We were about two weeks away from making the switch to NetSuite when QuickBooks showed up with a new release."

It was just what the doctor ordered. The release featured fast, powerful reporting based on a robust SQL database. When AlphaMedica's people saw it in action, they were wowed by the test results.

"The performance is fantastic," Micky explains. "A report that used to take minutes now comes out 10, 20 times faster. Over the course of the day, that can seriously affect our productivity."

The firm was tickled pink at the thought of staying with QuickBooks and getting the performance they needed. "It does a really good job," says Micky.



"And now, we're seeing at least a two-fold gain in productivity in day-to-day operations."

#### Showing Doctors They Care

In addition to the reporting capabilities, AlphaMedica is gaining from the tight integration among its systems. "It's especially important for a technology-driven company like ours to get different systems to talk to each other," says Micky.

For example, AlphaMedica hosts a Speakers Bureau that manages 5,000 to 6,000 meetings a year. These meetings feature a high-caliber speaker—most often a doctor—presenting to a small audience on a specialized topic.

"You can imagine, with those kinds of numbers, this could become an accounting nightmare," says Mickey. Each meeting has to be scheduled, hosted, tracked, and then paid for. AlphaMedica's home-grown LectureBase program manages the Speakers Bureau, which feeds into the ERP system they wrote themselves, called AlphaBase. Once approved, a transaction flows into Enterprise Solutions, where, thanks to the online bill payment service, payments can be made in just one day.

"I'd say that's pretty impressive. Most companies take 30 days to pay their suppliers," notes Micky. "I don't care what kind of business you're running, people will know you

value their service when you treat them well and pay them in a timely fashion. And we want our doctors to know that we value them. There's a lot of competition out there for their time and expertise."

#### Data Flows Smoothly Between Systems

The mature, well-documented API in Enterprise Solutions enabled his firm to achieve this high level of integration. AlphaMedica's programmers use the API somewhat like an X-ray to view QuickBooks data and tell exactly how to stitch the systems together.

"This ease of data flow between applications means the company can function in real-time. QuickBooks Enterprise 6.0 allows much more bidirectional data flow between itself and legacy systems, so we are pretty much cycling in real-time," Micky notes. "We can take reports out of Enterprise and combine them with other data, and it all works brilliantly."

The marketing firm has certainly been exercising its accounting system. On top of the usual day-to-day operations, the system processes 1,200 to 1,800 American Express charges every month, from up to 35 different cards used by employees in the field.

"All that has to go through our ERP system, and ultimately ends up in QuickBooks Enterprise," says Mickey. Once again, he appreciates the speed and reliability of the data interchange between systems.

#### Enterprise Solutions Keeps Business in Shape

AlphaMedica is also pleased with the payroll capabilities in Enterprise Solutions, especially the new Employee Center.

"We manage all our HR and payroll through Enterprise Solutions. And the Employee Center is just great! It keeps a great record of employees, personal information, work-related information, hiring, raises, bonuses, the whole ball of wax," he says. "We run payroll very, very quickly."

The users are feeling good about the system as well. "Everyone loves the user interface in Enterprise; it's very easy to use," he says. All in all, AlphaMedica is in good shape with their accounting system, and it looks like a healthy future ahead.

#### Helping You Build Your Business

For more than 10 years, QuickBooks has worked with small businesses to develop tools that will help them succeed. Today QuickBooks is doing the same for larger, growing businesses with products like QuickBooks Enterprise Solutions—the most powerful QuickBooks product ever. With a four-star "CRN Test Center Recommended" rating (November 2005), QuickBooks Enterprise Solutions has the capabilities and flexibility to meet the unique needs of growing businesses, potentially helping them save thousands in up-front and ongoing costs.

#### QuickBooks Enterprise Solutions enabled AlphaMedica to:

- Generate reports quickly
- Improve productivity
- See real-time data on the business
- Process payments to suppliers in one day
- Handle all payroll paperwork

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**Micky Faust, Chairman**  
AlphaMedica

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#### Free Demo

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