

## CUSTOMER SUCCESS



## IntegraMed America Finds Fertile Answers in Sage MAS 500

After using Solomon accounting products for years, John Kearns knew everything there was to know about the software. The only problem was that it no longer met his needs.

Kearns is the controller at IntegraMed America, Inc., a national network of more than 100 physicians who help women with fertility problems become pregnant. IntegraMed provides finance, administration, information systems, marketing, and research services to fertility clinics. Growth has been averaging in excess of 20 percent, and in just seven years the company has grown from \$14 million to \$100 million.

“We reached a point where we’d have to reconfigure the entire system in order to stay with Solomon,” Kearns explains. “I was also concerned about support and longevity of the platform now that it belonged to Microsoft. I’d been on Solomon so many years that I didn’t know what else was available. So I took a fresh look at the marketplace.”

### Quality Parentage

Kearns wanted a known package from a reputable firm—“not a bunch of trunk slammers with a brand-new product,” as he puts it. He also required a seamless interface with applications like Excel and Access. And it had to be easy to use, so he could roll the new system out to field people without too many obstacles.

“Sage MAS 500 ERP had a stable parent company, excellent product reviews, a strong installed base with customers around the world, and offered a complete suite of products for mid-range organizations like ours,” he notes. “But just to be sure, we visited Sage Software’s headquarters in Irvine, California. That confirmed our decision. We could see for ourselves that Sage was highly professional, and did everything first class.”

### Customer:

**IntegraMed America, Inc.**

### Industry:

Fertility clinic services

### Location:

Purchase, New York

### Number of Locations

22

### Number of Employees

720

### System:

#### Sage MAS 500

- Accounts Payable
- Accounts Receivable
- Alerts
- Cash Management
- Customizer
- DataPorter
- FAS Asset Accounting
- General Ledger



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### CHALLENGE

Company had outgrown Solomon accounting system, and was concerned about support issues.

### SOLUTION

Sage MAS 500 with complete suite of financial modules.

### RESULTS

Field personnel can now perform their own data entry, saving two days in turnaround time and enhancing staff responsibility; better documentation and internal controls improve accountability to new federal requirements.

### Focus on the Field

Sage MAS 500 now manages all financial operations at IntegraMed, including general ledger, payables, receivables, budgets, and reports. Most importantly, it has allowed IntegraMed to shift data entry chores to field personnel, who are linked to headquarters on wide-area network T1 lines.

"Field input has trimmed two days from our turnaround time for processing data," Kearns explains. "It has also moved responsibility to where it belongs—the point of input. Our financial coordinators are much more accountable as a result, and empowered to resolve issues. They can answer vendor questions with a quick online search. The system has also given field vice presidents the ability to run many of their own reports, which makes them more independent."

### Tighter Internal Controls

As a publicly traded company, IntegraMed must comply with new federal legislation concerning internal control audits (Sarbanes-Oxley). The requirements, which went into effect in 2005, are very serious, as managers can now be held personally liable for mistakes. Kearns feels fortunate to have Sage MAS 500 recording the firm's processes.

"Sage MAS 500 gives us significantly better features than Solomon for internal auditing, including controls we never had before," Kearns says. "Actually, Sage MAS 500 forces us to engineer our processes differently, which makes us more current and accurate in our documentation. The net effect is that we are now working smarter, accomplishing what we need to do with fewer resources, and can be more certain that we're adhering to all appropriate ethical standards."

He adds that if he had to make the decision over again, he would definitely select Sage MAS 500 over Solomon.

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Jenifer Lutz, financial analyst and a team leader during the transition process, has become a convert to Sage MAS 500 too—although she admits she was a hard nut to crack. "I was happy with Solomon, so it took a lot of convincing to get me to accept a change," she says. "But now I can honestly say we made the right choice. Going forward, we're going to have even more compliance requirements from the government. Sage MAS 500 will help keep our additional workload to a minimum."



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Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

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