



CUSTOMER SUCCESS STORY

CUSTOMER

Adventure Photo and Film/Rick Ridgeway Productions

INDUSTRY

Adventure Photo and Film provides stock photos of the outdoors, adventure and wildlife. Its second business entity, Rick Ridgeway Productions, produces films and commercials, and writes scripts and books.

LOCATION

Ventura, California

Number of Locations

One

Number of Employees

14

SYSTEM

Sage MAS 90

Modules in Operation

- General Ledger
- Accounts Payable
- Accounts Receivable
- Bank Reconciliation
- Crystal Reports

Adventure Images: A Picture of Success With Sage MAS 90

Ascending Mount Everest is often used as a metaphor for the ultimate exploit. In the same way, photographs of heartpounding adventures can represent the risk and reward of “ascending the mountain” or “reaching the top” in any endeavor.

Corporate marketers often use images of climbers clinging to sheer vertical walls and skiers soaring off snow-covered cliffs—and they pay handsomely for the privilege.

When a company seeks to incorporate an adventure photo into its message, they can call Adventure Photo and Film—a stock photo agency that specializes in dramatic outdoor imagery.

Problems Behind the Scenes

Although known for depicting adventurous challenges relating to the corporate workplace with their selection of awe-inspiring photographs, the company has faced its own challenges with back-office organization right in their home office. How does a company handle such daunting tasks as tracking commissions, paying royalties, invoicing customers, and developing financial reports that clearly state profits or losses?



“When I was hired at Adventure Photo and Film five years ago, we were using an outdated version of Sage Accpac ERP that was too basic and inflexible for our accounting needs,” says Sandy Dowdy, controller. “The owner wanted financial statements that reflected the current status of all aspects of our two business entities. Since the rigid format of the old software wouldn’t allow me to prepare the types of statements we required, I did some research and discovered Sage MAS 90 ERP.”

Calling the Shots With Sage MAS 90

Sage MAS 90 is now used to manage the books of both of the company’s entities: Adventure Photo and Film and

CHALLENGE

Update our system with a sophisticated accounting package that can provide the financial capabilities and insights for all aspects of our two business entities.

SOLUTION

Sage MAS 90 financial solution.

RESULTS

Unprecedented line-by-line chart of accounts for both businesses; advanced financial analysis capabilities; improved budgeting, project tracking, and billing systems; more strategic goal setting.

