

## Success Story

# Sage transforms financial management at Voices

Sage Intacct improves company processes and supports growth

Voices is the world's #1 Creative Services Marketplace, with over 2 million registered users. Since 2005, the biggest and most beloved brands have entrusted Voices to help them find professionals to bring their projects to life. Headquartered in London, Canada, Voices helps match clients with voice over, music, audio production, and translation professionals in over 160 countries.

When Voices chose Sage Intacct to help modernize its financial management, the finance team soon discovered streamlined processes allow more time for strategic initiatives.



### Key outcomes

- Month end closes decreased to 2 days from 15.
- Days Sales Outstanding shrunk to 35 days from 45.
- Finance team gained 10% in efficiencies with month end tasks, freeing them up for other initiatives.
- Better visibility into Accounts Receivable has significantly improved cash flow.

## Voices

### About Voices

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# Sage

**Company**  
Voices.com

**Location**  
London, Canada

**Industry**  
Technology and Software

**Sage Products**  
Sage Intacct

**Partner**  
BAASS Business Solutions



Anytime, anywhere remote access to Sage Intacct keeps the finance team connected and productive.

### **Integration with CRM software was essential**

Being able to successfully manage hundreds of daily transactions across multiple countries is a challenge for any company.

Voices built many of its processes on the CRM platform Salesforce, so integration with that platform was a mandatory requirement for any financial management solution to be considered. “As an online marketplace, we do hundreds of transactions a day, so we need integration to happen immediately in order to keep our financial reporting timely,” explains Brittany McCarthy, Director of Finance.

The company’s old accounting software wasn’t meeting their needs. Knowing what financial management functionality was needed, Voices began to explore options.

When Voices reviewed Sage Intacct and compared it to other solutions, the finance team was impressed with Intacct’s robust features and intuitive user interface. “We found Sage Intacct was far more user friendly,” says Brittany.

### **Anywhere access during the pandemic**

Voices went live with Sage Intacct in December 2018.

When the pandemic hit, the company was well positioned for continued growth. More and more voice-over actors discovered they could use the online marketplace to find jobs and then create their professional recordings from a home-based studio.

Brittany says the transition to work-from-home was easy for the finance team thanks to cloud-based Sage Intacct. “We went from doing our month-ends in-person to doing virtual closes, and we didn’t miss a beat,” she recalls.

### **Finance team roles evolved**

Before Sage Intacct, Brittany says her team was composed of A/R specialists who spent a lot of time doing manual work. Because Sage Intacct automates many manual tasks, she says finance team positions have evolved to include more accounting-based roles, such as month-end reconciliations and adjustments.

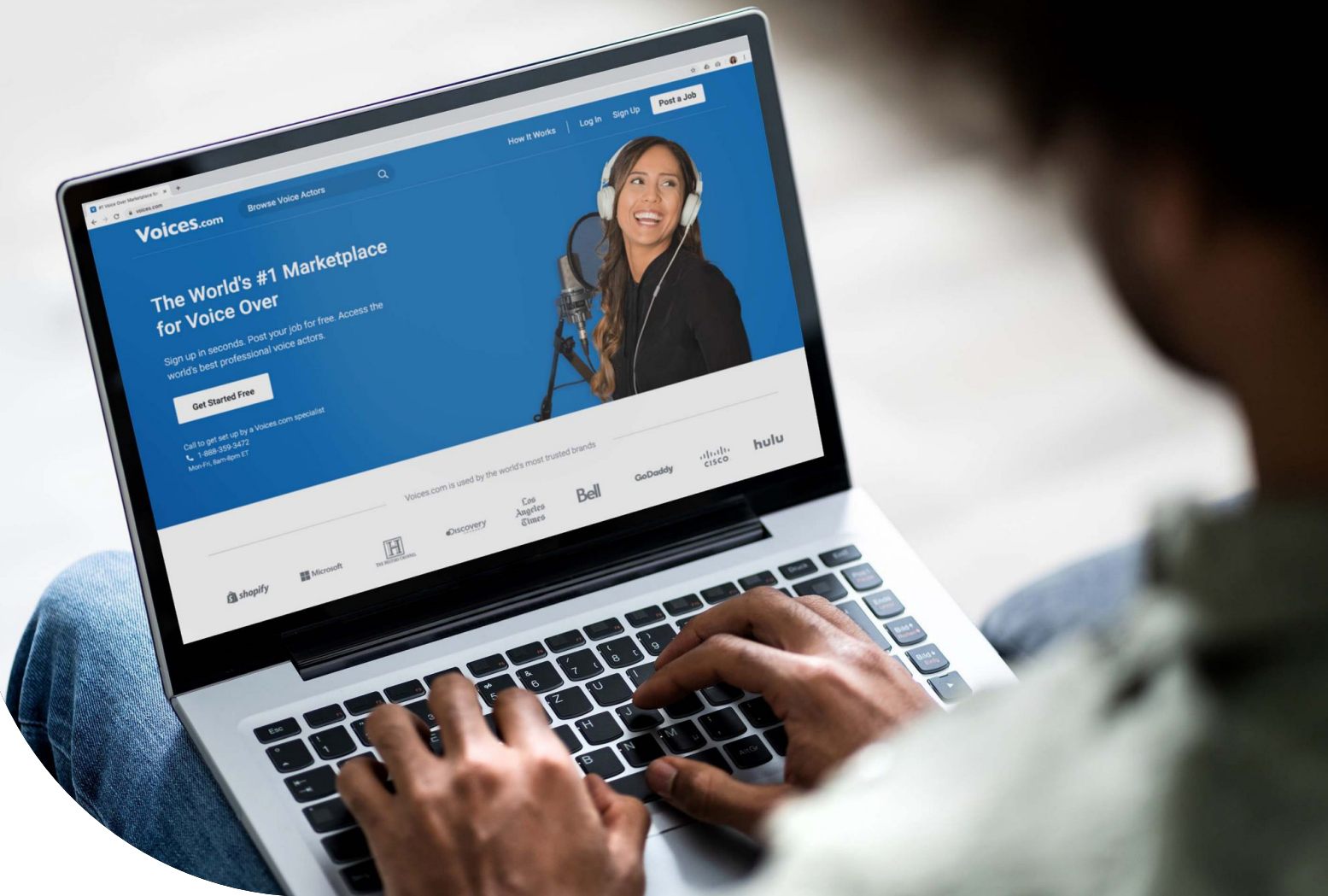
“Sage Intacct improved our processes, developed our team internally, and allowed for growth from a business and professional standpoint,” says Brittany.

### **More time for the finance team**

Brittany calls Sage Intacct “transformational” to financial management at Voices.

She says shorter closes allow her team to begin prepping on the 30th of the month, freeing them up to take on more strategic initiatives.

Beyond the finance office, Brittany says other department heads benefit from Sage Intacct because they now receive budget variance reports within 3 days of month end.



“We expected a solution that was quick, detailed, and easy to use — we’ve gotten all of that, and more.”

**Brittany McCarthy**  
Director, Finance, Voic.es

#### **Ready for the future with Sage Intacct**

Voic.es has achieved incredible success since 2005 when the company was founded by David and Stephanie Ciccarelli.

Brittany believes innovation will help Voic.es to continue on its mission to connect businesses to talent. “We’re always looking for ways to grow our business,” she says. “Whether it’s adding new services like our recent addition of creative services, expanding into other kinds of channels, or entering different markets.”

Brittany is confident Sage Intacct will be a big part of the company’s future. “When it comes to questions — such as can we do this, what does it look like, is that possible — Sage Intacct has allowed us to make better and more informed decisions,” she says.

