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**Randy Gouse
CFO, CoverClicks LLP**

Sage MAS 90 Clicks For Internet Advertising Company

Don't try to tell New York City based CoverClicks LLC there was a dot-com bust. This leader in internet advertising and online lead generation grew its revenues by more than 200 percent last year. CoverClicks develops pop-up marketing campaigns and programs, including sweepstakes and surveys that its clients put to very successful use. In just four short years, the company revenues have rocketed and it proudly supports big name clients like Ford Motor Company and Publisher's Clearing House.

The Challenge

When CFO Randy Gouse joined CoverClicks, the company's dynamic young CEO was handling all the corporate finances using Microsoft Money. The concentration on expansive growth left little time to focus on an accounting solution appropriate for the organization. The company's accounting was being run on a cash basis, transactions were entered into both Money and Excel with no provision for generating financial statements. In short, the company's financial system was simply no match for the explosive business growth CoverClicks was experiencing.

A Winner Pops Up

Charged with finding and implementing a new accounting system, Gouse reviewed Microsoft Solomon and Sage MAS 90 ERP, both products with which he'd had past ex-

perience. Gouse discovered Sage MAS 90 simply offered a more user-friendly interface at a more cost-effective price. When a trusted colleague recommended Eagle Consulting Group of New York City, a Sage Software Select Business Partner, Gouse gave them a call.

“Eagle Consulting Group was just great, right from the start—knowledgeable, friendly, and easy to work with,” says Gouse.

CoverClicks selected Eagle Consulting Group to implement its new Sage MAS 90 business management solution.

Eagle Consulting Group was able to effect a very fast implementation including configuring the software, loading summary data from the old system, and training Gouse and his administrative assistant. CoverClicks was up and running in just one month.

CoverClicks has a full IT staff, and Gouse was impressed by the collaborative way Eagle Consulting Group worked with that department to ensure a smooth implementation and a conscientious backup routine. “Eagle Consulting Group delivered what it promised, and made our transition a very pleasant experience,” says Gouse.

Lean Staff, Rich Rewards

Thanks to the power and flexibility of Sage MAS 90, CoverClicks has been able to grow its revenue significantly without adding accounting staff. “We're managing a multi-million dollar business with an accounting staff of just two,” says Gouse, “That's pretty remarkable.”



CoverClicks looked to Eagle Consulting Group for an accounting solution to fit their growing online marketing and advertising business.

IN-FOCUS

The move to accrual-based accounting was just the beginning. CoverClicks is now able to get instant online inquiries into its vendor and customer relationships, easily track its receivables, and produce accurate, professional financial statements. Sage MAS 90 software gives them vital business reports like receivable aging, cash requirements, and sales analysis provide information that was previously unavailable to them.

Gouse received FRx training through Eagle Consulting Group. "Eagle's consultants are great teachers; very patient and knowledgeable," says Gouse. Using this powerful financial reporting tool he is able to provide CoverClick's CEO with data that allows him to make strategic business decisions about the direction of the company.

Technology At Work

For an Internet-based business like CoverClicks, the ability to email invoices directly to its customers is of high importance. Eagle Consulting Group recommended a Sage MAS 90 Extended Solution that automatically sends a PDF copy of CoverClicks' invoices to one or more customer contacts via email. CoverClicks also can choose to save and print its own PDF copy for its files. "In our industry, we need to respond quickly and efficiently, and Sage MAS 90 let's us do



Eagle's expert training helped CoverClicks get the most from their Sage MAS 90 solution.

that," reports Gouse.

Similarly, Gouse appreciates the ease in which he can email various Sage MAS 90 reports, or send a report directly into Excel for further analysis or forecasting.

Partnered With The Best

CoverClicks takes advantage of Eagle Consulting Group's annual support contract that provides unlimited telephone support for a fixed yearly fee. When Gouse has a problem or question, Eagle is often able to access the software remotely and make any adjustments necessary. "Eagle really takes care of everything regarding the accounting system," says Gouse. "They are very responsive—a great company to work with."

Gouse praises Eagle's consultants on their training ability and a talent for understanding his company's business issues and helping the staff find creative solutions to problems.

The company's growth shows no signs of slowing, and Sage MAS 90 is more than capable of handling the additional transactions expected. Together Sage MAS 90 and Eagle Consulting Group provide a solid solution that can support CoverClicks' rapid growth for years to come.

Headquartered in New York City, our firm has specialized in Sage MAS 90 and Sage MAS 200 by Sage Software since 1994.

Since our firm supports the Sage MAS 90 family of products, you can be assured of our experience and expertise in solving business problems.

If you need to improve how your firm approaches accounting, we would like to talk with you to see if Sage MAS 90 is the right solution for you.



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