

At a Glance:

- Company**
Formed from merger of sales software company Select Selling with Seibel's training arm to create internationally proven sales effectiveness training and software solutions for large sales organisations.
www.thetasgroup.com
- Location**
HQ - Seattle, USA; London, Dublin, Brussels
- Industry**
Sales methodology training & software
- Challenges**
The multi-jurisdiction aspect of the business provided challenges for the finance and admin team in processing transactions in multiple currencies and consolidating results.
- Solution**
accountsIQ accounting and sales invoicing accessible 24-7 from all TAS locations, with sales pipeline managed via Salesforce.com
- Results/Benefits**
Realtime visibility of group-wide results; Access to consolidated accounts and sales analysis 24-7 from all locations; Automated handling of multi-currency sales, purchases and bank accounts; No tie up of valuable capital to acquire software or IT



"We needed an accounting platform that allowed us manage our global business with local and central access. accountsIQ has been a huge improvement on our previous systems, giving our management team instant access to the latest information from all locations. The SaaS pricing model meant no upfront capital investment to put our group accounting systems in place."

Donal Daly, CEO The TAS Group

The TAS Group Moves Group-wide Accounts Online

Business Profile

The Target Account Selling Group was formed in 2006 when Select Selling acquired OnTarget, the sales methodology training division of Siebel, from Oracle. This brought together proven international sales methodologies trainers and implementers with an advanced sales management software platform to provide best-of-breed sales effectiveness solutions for large international sales organisations. To date, The TAS Group has helped over 650,000 sales professionals from some of the world's most successful International companies.

Challenges

The TAS Group had grown to a stage where it had subsidiaries in the US, Europe and the UK to deliver training and consulting services to a wide range of international customers, as well as a software development subsidiary in Ireland. Their existing systems were struggling to cope with increased volumes and the multi-jurisdiction aspect of the business provided challenges for the finance and admin team in terms of monitoring its activities across different time zones and processing transactions in multiple currencies. They needed a platform that allowed them manage the business across multiple geographies and currencies with access both locally and centrally.



Our team evaluated a number of online solutions, including Netsuite and Intacct and selected accountsIQ, mainly because it handled all our complex multi-currency issue very well. We also wanted a solution we could later integrate with Salesforce.com to allow confirmed orders to be automatically transferred.

The accountsIQ team was able to convert all our historical data and was even able to facilitate us changing year ends after the first year, including re-aligning prior year values for comparative purposes.

Dan Murphy, Finance Director, The TAS Group

Solution

The TAS Group decided an online accounting solution would compliment its use of Salesforce and evaluated a number of solutions before choosing accountsIQ. The solution included all accounting modules and product based sales invoicing and pricing. They also implemented the consolidation module to allow group-wide results to be produced including customer sales analysis

Key Benefits

- World-wide access for subsidiary companies in US, Europe, UK & Ireland.
- Easy roll out giving everyone an up-to-date view of our results at anytime.
- Handles multi-jurisdiction, multi-currency transactions with ease
- Visibility of group results and group sales analysis at the touch of a button
- Retained a full transaction history and facilitated altering the group year-end easily