



## THE INSTITUTE OF PRACTITIONERS IN ADVERTISING (IPA)

*Sage Solution & Bespoke Development*

### COMPANY BACKGROUND

The Institute of Practitioners in Advertising (IPA) are an industry trade body for advertising agencies within the UK.

They operate within the media industry as a whole and exist to help their members be the best they can be by setting the protocols for the UK industry's best practice standards. The IPA represent their member's interests by:

-  Providing professional development.
-  Putting on events.
-  Offering media research and market insights.
-  Legal advice.
-  Awards and championing initiatives.

### OVERVIEW

To the outside world, The IPA looked like quite a small company but the business was in fact carrying out a considerable amount of transactions, which could not be supported by their existing accounting solution (Sage 50). When the company started looking at a new CRM system, it was a prerequisite that they moved to a more proficient accounting solution in order for the CRM to be fully-integrated effectively.

### THE CHALLENGE

The IPA had built lots of layers of infrastructure from previous systems that didn't fit their new world; this included references to old, general ledger code from a bygone era and previous integrations which were no longer relevant. Therefore, The IPA knew they would require support from a company that could deal specifically with transitions to different software, with great experience in Sage.

As The IPA wanted to start offering their customers products based on their interests and this involved utilising a new CRM platform, in order for it to work at optimal capacity, it had to have the right supporting systems. The IPA's existing accounting solution had a tendency to crash due to the volume of transactions the company were processing. Multiple staff members at The IPA needed to create bespoke reports, but often only one operator was able to produce these at any one time.

Therefore, The IPA needed a bespoke solution that:

Supported the growth of the company.

Made operations as efficient as possible.

Was easy for staff to use.

## THE SOLUTION

Impress Solutions began by reviewing The IPA's general ledger as a whole and asked what the new world of The IPA needed to look like.

"The value I saw with Impress was that they were so forward-thinking. They took us right back to basics and asked all the right questions: what do you want your general ledger to look like, who are you reporting to, and what do those reports need to look like? Impress were then able to offer a much better looking and sophisticated system that was easier to use and simple to understand."

- Stephen Mayer, Financial Controller at The IPA.

Sage 200 was implemented by Impress Solutions and The IPA team were then able to utilise and enjoy the ease of bespoke reports, a more detailed chart of accounts and better controls, including period accounting and simplified processes such as suggested payments. As the formatting of reports was crucial for the company's effective operations, for The IPA, it was this kind of additional, bespoke development that made Impress Solutions' service unique.

## THE RESULTS

Bespoke reports could be created by The IPA team at the click of a button and budgeting was made easier.

The ability to have several budgets in play at the same time, an original and a flex budget, wasn't available with Sage 50. The new system implemented by Impress Solutions meant The IPA always had the ability to look back on their original budget and not lose sight of where they were. During the Covid-19 pandemic, the company had been giving away many of their courses for free so all incomes were set to '0'. However, they were able to refer back to how much money they would have been making which they've found to be an invaluable budgeting tool.

"Other companies in the market were offering basic migration from one software to another but there were additional things that really attracted us to Impress. Our processes as a

business are unusual, with different management groups needing different management reports. Impress took the time to understand our business and what our accounting needs were as a company. A standardised package wouldn't have been the right fit for us and Impress were able to cater to our needs and provide bespoke support"

- Stephen Mayer, Financial Controller at The IPA.

## THE EXPERIENCE

 Impress are really quick to respond to our queries. They are always happy to help whether that's over the phone, which is our preferred method of communication, or via email with their efficient ticketing process. You always know they are prioritising and working on your query, if you have one. Their face-to-face training has also been brilliant for our new starters to show them the system and bring them up to speed with using it."

- Stephen Mayer, Financial Controller at The IPA

## Get in touch today.

- +44 (0)1708 759 760
- [enquiries@impress-solutions.com](mailto:enquiries@impress-solutions.com)
- 3 Holgate Court, 4-10 Western Road, Romford, Essex RM1 3JS
- City Point, 1 Ropemaker Street, 17th Floor, Moorgate, London, EC2Y 9HT