



Case Study - Long Wharf Theater



LONG WHARF THEATER – NEW HAVEN, CT

One of the leading theaters in the United States, the Long Wharf Theater has earned an international reputation as an exceptional performing arts organization and venue. Opened in 1965 and named for the Long Wharf port along New Haven Harbor, Long Wharf Theater produces revivals of classics and modern plays, and stages world and American premieres. More than 20 productions have moved on to Broadway or off-Broadway. During the 2007-2008 season, the theater managed a budget of \$6.5 million and welcomed an audience exceeding 100,000.

Eventually, Long Wharf Theater learned there was no longer any support available for the system, as the last vendor that supported it was discontinuing that support. At that point, the organization launched a search for a new accounting system.

THE ACCUFUND SOLUTION

Long Wharf Theater aggressively researched accounting products and shopped around before selecting a new solution. There was a well-known brand they had used in the past, but there had been issues with using it. Another major brand was too expensive and had a steep learning curve. Long Wharf Theater saw a demonstration of the *AccuFund Accounting Suite* and found it had everything they needed, plus it was easy to install and learn to use.



THE BUSINESS CHALLENGE

To manage its finances and accounts, the Long Wharf Theater had been using a 28 year-old DOS system called TOM — The Office Manager. As Jerry Pecoraro, Long Wharf Theater's business manager points out, "It served our needs, but it was still a dinosaur. The system required that we close out each month, which meant we were unable to capture a snap shot of our financial statements. This system also had an old style of printing reports, which made them cumbersome. Plus, conducting the monthly reconciliation was tedious."

"It was a no-brainer," states Pecoraro on Long Wharf Theater's selection of AccuFund. "It does everything the other programs do and it's reasonably priced. It's also developed specifically for non-profits and can easily handle funds that are temporarily restricted."

Reseller Ian Scotland of Binnacle Technology Solutions installed the AccuFund Accounting Suite in October 2006 and reports the implementation went smoothly. "During the migration of data, the Long Wharf Theater had a specific chart of accounts that they could work within while maintaining consistency with their old chart of accounts," states Scotland.

The Long Wharf Theater utilizes several modules in the AccuFund Accounting Suite, including Accounts Payable, Accounts Receivable, Cash Receipts, Fixed Assets, Purchasing, and General Ledger. Pecoraro is a primary user along with his assistant, who helps him with managing the accounts payable. The theater also acquired seven query licenses of AccuFund for its department managers, enabling them to see and run reports on their own accounts.

Because of its short learning curve, the AccuFund Accounting Suite allowed the Long Wharf Theater to fully implement quickly and see results almost immediately. Overall, the AccuFund Accounting Suite has helped the Long Wharf Theater speed up its accounting processes, especially when closing out the month and the year.

"I'm a huge proponent of the system, particularly its Accounts Payable module," states Pecoraro. "The speed of the system allows us to save time — a lot of time. We do our month-end activities in half the amount of time we did them previously. Check runs take much less time as well."

With respect to year-end activities, Pecoraro reports, "With our old system, we had to do numerous manual entries when performing the fiscal year end. Now, we just do a couple transactions to close out the year. We can also now obtain those snap shots of our financial statements."

Long Wharf Theater's purchase of the additional query licenses for the department managers has proven to be an added boon. Since it gives the managers the convenience of accessing and seeing their own budgets and the actual numbers for their departments, there is no longer a reason for them to contact Pecoraro for that information. As a result, Pecoraro has even more time freed up and is relieved of a persistent task.

USERS PRAISE ACCUFUND

"AccuFund is great," reports Scotland, who, as an AccuFund reseller, assists customers with the software installation, training and technical support.

"I was at a users group meeting recently and the praise for the AccuFund Accounting Suite was tremendous. I have worked with other accounting software systems and found problems. With the AccuFund Accounting Suite, I sometimes feel like the Maytag repairman — customers are so happy with the system, they don't need to call me."

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TO LEARN MORE ABOUT ACCUFUND

Visit our Website at www.accufund.com, call your local reseller, or contact our sales department at 877-872-2228. We would be pleased to discuss this case study, explain the benefits of **AccuFund** for your fiscal department, and put you in touch with a local reseller certified to install and support the **AccuFund Accounting Suite**.

