



Client Profile



The LLB Group Headlines Success For Philadelphia Magazine

A Partner and a Solution for the Long Term.

Client Information:

Metrocorp dba Philadelphia Magazine

Headquarters:

Philadelphia, Pennsylvania

Industry:

Publishing

Web Site:

www.phillymag.com

Sage Software:

Sage ERP MAS 90

Philadelphia Magazine is the longest-standing city lifestyle magazine in the country, in publication since 1908. Metrocorp, the publication's parent corporation, also publishes Boston Magazine and several ancillary journals, both in print and online. Over the years the organization has grown tremendously and its business model has adapted to rapid changes facing the publishing industry. One thing has not changed; for more than 20 years, the magazine has trusted its financial operations to one software solution and one business partner: Sage ERP MAS 90 and The LLB Group.

Stick With A Winner

"I selected the software and The LLB Group more than two decades ago," recalls Daniel Shimberg, director of information technology for Philadelphia Magazine and Metrocorp. "We had hired a consultant to help us select a business management solution. They offered us several options; none of them particularly impressed me. Then I read about Sage ERP MAS 90 in a trade publication and called Sage who referred me to The LLB Group. The LLB Group came to us and demonstrated the product. They related their presentation directly to our way of working. I was impressed with both the solution and The LLB group. We have never regretted our selection."

Match Your Workflow

As a periodical, Philadelphia Magazine's financial operations revolve around the individual issues of



the magazine; every expense and revenue transaction is associated with a specific issue. This complicates the accounting process. "Our freelance writers are paid upon acceptance of the article, but that expense belongs in the month that the article will be published—typically several months into the future," Shimberg explains. "The LLB Group worked with us to develop an intuitive and streamlined method of posting the transactions that keeps our books in order."

The LLB Group also designed several reports for Philadelphia Magazine to offer a clear picture of revenue and expenses by magazine issue.

About The LLB Group

In business since 1984, The LLB Group is an experienced team of information technology professionals. Our clients include more than 450 businesses of all sizes, and across dozens of industries. Our software consulting division specializes in the Sage Software family of products, including Sage ERP MAS 90 and Sage ERP MAS 200. As certified Master Developers, we are able to implement source code level changes to the software, allowing us to tailor it to meet specialized and specific needs.

Overall, we offer strong, sound and objective strategies, advanced technologies and the most effective software applications for your business needs. At The LLB Group, our mission is simple: To establish and maintain long term relationships with our clients by providing innovative, quality products and superior customer service.

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Philadelphia Magazine has a complex commission structure that The LLB Group was able to accommodate within Sage ERP MAS 90. “The flexibility of the software to adapt to the way we do business is impressive,” says Shimberg. “So is The LLB Group’s ability to leverage that flexibility to our advantage.”

Integrate With Other Applications

The company uses specialized industry software to generate invoices to its advertisers. That software has been integrated with Sage ERP MAS 90 so that prepayments entered into Sage ERP MAS 90 flow to the invoicing software, and data from the invoicing software can be imported into Sage ERP MAS 90 via a utility developed by The LLB Group. “We perform cash receipts, run aged receivables, and manage credit terms from within Sage ERP MAS 90,” Shimberg explains.

The Paperless Office component of Sage ERP MAS 90 enables Philadelphia Magazine to print its reports and registers to PDF file format, eliminating the need to print and file paper copies of these documents. “It saves us significant time and space,” Shimberg notes. “We also can e-mail the PDF documents to our auditors; this speeds the whole reconciliation process and saves us time and money.”

A Solution To Grow With

The company’s transaction volume has increased dramatically over the years. It now produces more than 7,200 accounts receivable invoices annually and manages nearly that many accounts payable invoices. Staff in the company’s Boston office can access Sage ERP MAS 90 over a secure remote connection. “It is a cost-effective solution and has proven its long-term value to our organization,” says Shimberg.

Professional, Experienced Partner

What is the secret behind the multi-decade relationship between Philadelphia Magazine and The LLB Group? Shimberg credits the corporate culture of his business partner. “It starts at the top with a leader who is committed to customer satisfaction and extends to every member of The LLB Group’s team. Everyone I have dealt with there is just great to work with and is very knowledgeable about the product and how we operate. I respect the way they do business.”

He concludes, “The support we receive from The LLB Group keeps us loyal. Over the years they have continually provided us with professional, personalized, high-quality service. They keep our software current, and have implemented several customizations to the software that allow us to manage our business more effectively.”



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