



Customer Profile

The Orlando/Orange County Convention & Visitors Bureau, Inc. (Orlando CVB) is the only officially recognized sales and marketing organization for the Orlando and Orange County area. The organization is dedicated to promoting the area as one of the world's great vacation and convention destinations and providing comprehensive, unbiased information to all travelers. As a member organization, Orlando CVB coordinates events such as member mixers, luncheons, and seminars. They also participate in and facilitate a wide variety of tourism/convention industry trade shows, coordinating familiarization trips for journalists and travel trade individuals. They have managed many projects including co-hosting the opening of their new convention center. As well, they have hosted many events for large city-wide convention groups coming to Orlando.

Business Solutions

- Microsoft Dynamics™ GP
 - Project Tracking
- Project Tracking Budgeting

Benefits

- Easy access to detailed project information
- Managed project performance against budgets
- Reduced mundane tasks

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Project Tracking

Customer Success Story

The Orlando/Orange County Convention & Visitors Bureau

Situation

As a recipient of governmental funds, Orlando CVB is held to a high standard of accountability for the various events that they host and attend. They needed to be able to track costs and revenues by project and to provide breakdowns of their expenditures in great detail.

Faced with managing project information for hundreds of events, Orlando CVB needed a system that would give them an accurate overview of all of their activities. Implementing Encore's Project Tracking allowed them to gain control and view all of their projects in great detail.

Solution

Before they implemented Encore's Project Tracking system, Orlando CVB maintained their project information on spreadsheets and reported costs and revenues to the various departments within the organization. "There was no formal project tracking system in place, instead there was painstaking manual, double-entry that took a great deal of time," recalls Jeff Conway, Controller at Orlando CVB.

Their search for the right solution led them to implement Project Tracking from Encore Business Solutions Inc.

Benefits

Faced with the challenge of tracking costs for hundreds of events such as trade shows, marketing events, and seminars, Orlando CVB recognized the

"Project Tracking has given us access to a detailed overview of all of our events."

—Jeff Conway, Controller, The Orlando CVB Inc.

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importance of providing detailed breakdowns of these expenses.

According to Conway, "we dumped all of our expenses into one chart of accounts and we had no way to break down and identify costs per event. Our financial statements showed one large line item amount without detailing what expenses actually created the number."

With the implementation of Project Tracking, Orlando CVB can now view their expenses for each individual trade show or event in detail.

Orlando CVB also depends on the budgeting features of Project Tracking Budgeting. The implementation of Project Tracking Budgeting has allowed Orlando CVB

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to maintain control of both budgets and projects, a primary concern whenever working on one of their events.

“The budgeting capabilities of the Project Tracking Budgeting system have provided the most benefit to us,” explains Conway.

Orlando CVB found some of the options of Project Tracking invaluable. The ability to import existing project information from Excel, easily setting-up projects in the Project Tracking system and the flexibility to make adjustments by project have proven to be valuable options for the Orlando CVB.

About Encore Business Solutions

Since its inception in 1990, Encore, a Microsoft Gold Certified Partner, has been and remains dedicated to the delivery of Microsoft Dynamics™ GP, both as an Independent Solution Vendor and a Value Added Reseller. We develop and support world-class, high quality products that extend the functionality of Microsoft Dynamics GP. We help organizations realize the efficiency and enhance their business value with flexible and scalable products tailored for any business model. We have solutions for Project Tracking with Advanced Analytics, Recurring Contract Billing and Bank Reconciliation. As well we've added Advanced SmartList and Inventory I/O Control.

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