



TRUE SKY: CUSTOMER HIGHLIGHT

Destination Marketing

A CORPORATION RESPONSIBLE FOR MARKETING TOURISM ACTIVITIES FOR
A MAJOR CITY IN THE UNITED STATES.

INITIAL CHALLENGES

- Tying together individual budgets was a tedious task, with hundreds of account numbers and no real-time access to data

THE SOLUTION

- True Sky Financial Model for GL-level budgeting, including for potential events using Line Item Details and Pivoted Entry to allow for efficient and user-friendly budget input.
- Consolidated data for all accounts
- Real-time integration with Chart of Accounts and access to source data from ERP
- Increased visibility for the accounting department and department heads
- Reporting capabilities that allow for flexible reporting to be shared across the organization

**POWERFUL
TOOL**

**DYNAMIC
INTEGRATIONS**

**ROBUST
IMPLEMENTATION
PLAN**

**TAILORED
SUPPORT**

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