

Success Story

Automate Spending Controls for Big Savings

Baker Communications reaps huge returns by automating company expense reporting with ExpenseWatch.com

“*The biggest benefit from using ExpenseWatch.com is to our cash flow. We decreased the time it took to bill clients out-of-pocket expenses from as much as 30 days to our current average of two days.*”

Walter Rogers, **CEO**



Customer Profile

Baker Communications has trained more than 1 million professionals since its inception in 1979. Corporate training programs cover company-wide functions from sales, management, negotiation skills, time management, sales management, customer service, presentation and more.

Baker Communications conducts more than 200 training workshops each month to businesses of all sizes throughout the world, including 50% of the Fortune 500. Services are offered as either private on-site workshops or as public training sessions in selected cities in the US and Canada.

Clients report that Baker Communications-led programs improve employee productivity, increase sales and management effectiveness, and help to positively improve profitability and reduce costs.

Business Challenges

Baker Communications has experienced phenomenal growth over the past three years. During this time, the number of expense reports the company processed grew from 30-to-40 per month to more than 200. Now, 100 employees and certified instructors are traveling extensively around the globe, submitting expense reports for each workshop led.

At a Glance

Customer:

Baker Communications

Location:

Houston, Texas

Industry:

Corporate Training

Business Challenge:

Control and manage the increase in the number of expense reports that grew from 30-or-40 a month to 200+ a month over a three-year period.

Solution:

ExpenseWatch.com

Results:

- Improved cash flow
- Virtually eliminated out-of-policy spending
- Faster approvals/reimbursements



“*With ExpenseWatch.com, we immediately saved \$35,000 a year by not having to hire additional accounting staff to manage the increase in expense reports we process each month.*”

Walter Rogers
CEO
Baker Communications



Before implementing ExpenseWatch.com, consultants, who are rarely in the office, would handwrite expense reports, attach receipts and mail them in. The reports were painstakingly reconciled with receipts and audited for overspending or fraud. Reports were then entered into the QuickBooks accounting system for reimbursements to consultants and employees and billings to clients.

While the company waited for clients to pay invoiced expenses, it reimbursed employees, floating as much as \$100,000 in outstanding travel and entertainment costs each month.

Solution Overview

Systems and finance director, Christie Bissias, evaluated three different systems to manage the growing expense management process. She selected ExpenseWatch.com because of the breadth of features that included the ability to track purchases and invoicing, as well as manage employee spending. The fact that ExpenseWatch.com cost almost 50 percent less than the closest competitor, yet offered the breadth of functionality Baker needed, proved just as compelling.

Now employees and consultants can access ExpenseWatch.com online no matter where they are located. Data from corporate American Express cards is automatically fed into the ExpenseWatch.com system to individual card holders' accounts. This eliminates the need to re-key expense data, significantly speeding up the time it takes travelers to file their reports. Receipts are scanned into the on-demand system and attached to each report.

With a click of a mouse, reports are then routed electronically through the company established approval chain and spending policies are automatically applied.

Once expense reports are approved, they are turned into invoices and sent to clients as bills for out-of-pocket spending associated with training services provided.

Business Benefit

“Since we began using ExpenseWatch.com to manage our travel and entertainment expense reporting, we have seen significant benefits and cost savings,” said Walter Rogers, CEO of Baker

Communications. "Off the top we saved \$35,000 a year by not having to hire an additional accounting clerk to manage the increase in the number of expense reports we process each month.

"The biggest benefit, however, is to our cash flow," Rogers continued. "We have decreased the time it takes to bill clients for out-of-pocket expenses from as much as 30 days to our current average of two days."

ExpenseWatch.com provides Baker Communications with the ability to closely monitor adherence to company spending policies. Because of the large T&E float the company carries, it requires travelers to submit expense reports within seven days after leading a workshop and has set the system to automatically cap expense report spending to category-approved limits. ExpenseWatch.com has allowed Baker Communications to virtually eliminate out-of-policy spending.

Another benefit, Rogers said, is that ExpenseWatch.com is more than just a travel expense reporting system. "It is a complete seamless system that allows travelers to create expense reports with attached receipts and company expense policies automatically applied, significantly reducing the time it takes to review and approve each report. Once approved, we use the system to turn the reports into invoices to charge back to clients, considerably shortening the time to recoup expense reimbursement costs."

For More Information Visit:

Expensewatch.com
www.Expensewatch.com

QuickBooks
www.quickbooks.com

ExpenseWatch.com and QuickBooks Financial Software work together to help simplify your business management. With ExpenseWatch.com, you are empowered to control all of your company spending. Best-of-breed modules for T&E expense reports, purchasing and AP invoice management can be subscribed to individually or as part of a fully integrated operating expense control suite. Company spending processes are automated with policies and controls applied across your entire organization. With real-time budget vs. actual reporting included, you have visibility into every aspect of company spending before, during and after each transaction. Annual subscriptions include implementation, training and support. ExpenseWatch.com is the leading operating expense control solution for small and mid-sized businesses. QuickBooks 2007 Financial Software helps you get more done faster, with a new Home page, simplified Customer and Vendor Centers, and sophisticated business planning tools.

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