

OMS Photo Gets the Big Picture with Quick Base Sync

For a busy commercial photography studio, keeping track of all the people, props, equipment, expenses, and deadlines for every job is a daunting task. While OMS Photo tracked its financials in QuickBooks Online, the company struggled to track day-to-day expenses and match them to specific jobs. The answer was Quick Base Sync, which enabled OMS Photo to create fast, flexible reports on job profitability that update automatically



.....
"We now have the Holy Grail of accurate, automatic reporting of profit and loss percentages on every project. We can tie every transaction to a related job, and that lets us do some great things."

Paul Lanterman - Creative Technical Specialist,
OMS Photo

.....

The Challenge

- Disparate systems for accounting (QuickBooks Online) and job management (Quick Base)
- No way to track real-time expenses for a given job
- No automated data collection of job-related activities
- Too much time spent calculating with spreadsheets

The Solution

- Quick Base Sync to connect Quick Base and QuickBooks Online
- Real-time expense tracking by project
- Automated notifications to trigger invoices
- Quick Base reports for tracking individual job profitability

The Results

- Accurate view of job costs and profitability
- Better management of cash flow
- Automated updates keep all information current across multiple customized reports
- Instant insights that drive better decision-making

The Trouble with Data

“Getting accurate information was a real headache.”

Commercial photographs are like icebergs – the visible part is only a fraction of the whole. For OMS Photo, a busy commercial photography studio based in Cincinnati, tracking all the lighting, lenses, props, staff, models, stylists, deadlines, expenses, and extras required for each shoot is a herculean effort that required a suite of apps built on Intuit Quick Base.

But while OMS Photo knew how to plan and track the elements of a photo shoot, the company still didn't have the ability to quickly compare expenses to budgets for a clear picture of profitability. As a result, OMS Photo had no meaningful way to control costs on any particular job.

“Getting accurate information was a real headache,” says Paul Lanterman, Creative Technical Specialist, OMS Photo. “Quick Base was extremely adaptable to our needs, but it was only as good as the information people entered. There was no way to cross-reference with the actual numbers from the bank, unless someone parsed out the credit card statements and account entries manually.”

OMS Photo found a solution with Quick Base Sync – a built-in feature of Quick Base that enables users to automatically import data from other cloud apps. Because OMS Photo manages its finances in QuickBooks Online, Lanterman could build automated connections between the two systems to drive fast, accurate reporting in Quick Base.

“Quick Base Sync has changed the way we see our business,” he says.

How it Works

Each time OMS Photo is booked for a job, the team creates a new project with a unique job number in Quick Base. That number is then entered into the corresponding financial record in QuickBooks Online. Each subsequent QuickBooks Online transaction includes the job number as a tag.

From there, Quick Base Sync does all the work, automatically pulling data from QuickBooks Online into Quick Base at regular intervals, so the OMS Photo team can see all the relevant estimates, invoices, and payments for each job alongside expenses, job status and other project information.

“We’re photographers, not accountants.”

“We now have the ‘Holy Grail’ of accurate, automatic reporting of profit and loss percentages on every project,” says Lanterman. “We can tie every transaction to a related job, and that lets us do some great things.” Because Quick Base offers versatile reporting options, Lanterman can create and automate highly-customized reports to serve many different needs. For example, he created an executive dashboard that shows each project highlighted to indicate the profit percentage.

The Benefits of Automated Syncing

Now that OMS Photo has a clear picture of its business, Lanterman has seen several results. First, OMS Photo can better manage job profitability when it can see how closely its expenses match the budget on a job. Second, historical information on job profitability helps OMS Photo create better quotes. Third, automated payment notifications from QuickBooks Online helps OMS Photo pay vendors quickly and keep its cash flow moving.

Ultimately, Quick Base Sync allows the team at OMS Photo to spend less time fiddling with spreadsheets and emails, and more time doing what they do best.

“We’re photographers, not accountants. Having accurate information at hand is a huge deal for us.”



About Quick Base

Quick Base provides a cloud-based platform that empowers problem solvers to quickly turn ideas for better ways to work into apps that make their organizations more efficient. For nearly 20 years, people of all technical backgrounds have been using the Quick Base platform to create solutions that streamline processes, capture real-time data, and improve company operations, all while working in concert with existing IT systems. Based in Cambridge, MA and a former division of Intuit, Quick Base has a 6,000+ customer universe of app-enabled businesses that spans all industries and company sizes, and includes more than half of the Fortune 100.

For more information, please visit: www.QuickBase.com