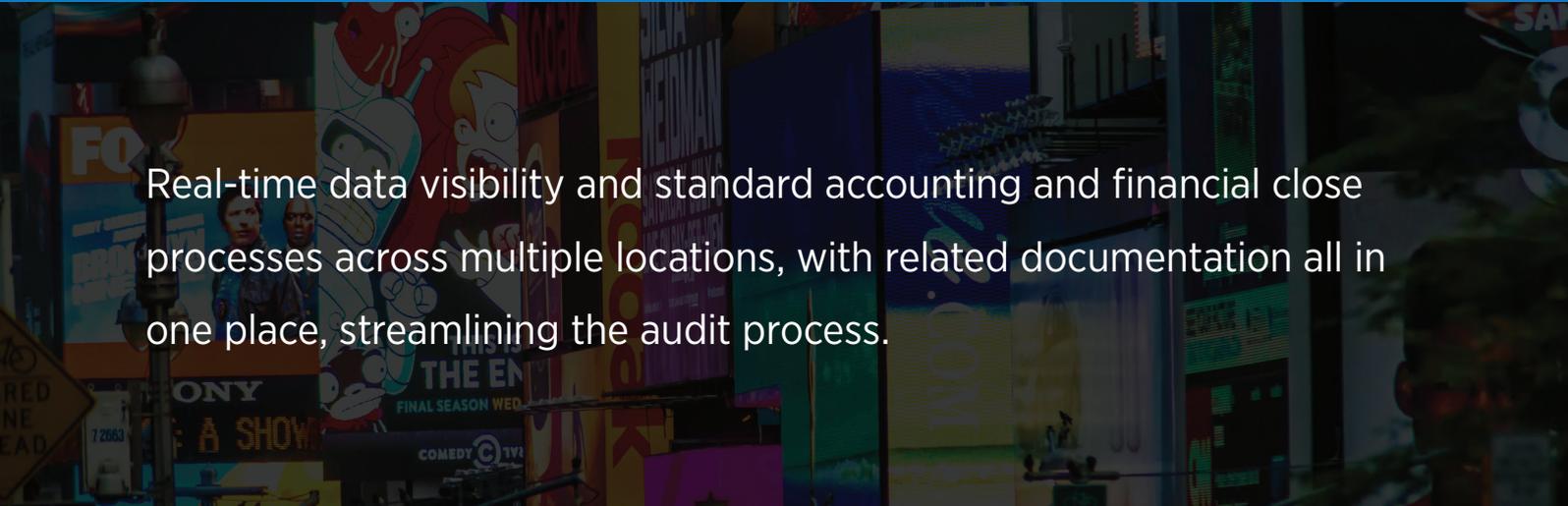


# Media and Advertising



Real-time data visibility and standard accounting and financial close processes across multiple locations, with related documentation all in one place, streamlining the audit process.

Few industries confront the vast changes brought about by innovative technologies as in the media and advertising space. In an evolving industry where nimbleness and streamlined processes can make the difference between survival and dissolution, companies cannot be bogged down with inefficient manual processes when closing the books.

Time spent on ensuring the integrity of transactional data is time that could be invested more profitably in the business. In a spreadsheet-based environment, finance and accounting staff are challenged by the different ways in which different people document accounts and transactions. Such processes increase the risk of false-positives and other mistakes, resulting in complex workflows to detect and correct errors. By automating these manual processes, companies can manage multiple financial close and period-end accounting tasks simultaneously, monitoring these tasks to ensure a streamlined financial close.

Error-free financial closings are critical to a compliant financial close. Many media and advertising companies are undermined by inconsistent accounting policies and procedures, causing accountants to struggle in their manual month-end close activities. Hundreds of hours are spent each month matching millions of transactions, tracking credit card payments, subscriptions, and intercompany transactions. Without visibility into the company's cash receipts cycle and procure-to-pay processes, internal controls become less effective, increasing the risk of a material weakness and other financial statement irregularities. Different currencies, languages, tax treatments and time zones complicate these tasks for global companies.

## **SOLUTION**

Using BlackLine's Modern Finance platform, all transactional data can be quickly consolidated into a single set of financials for accounting and financial close purposes, with real-time visibility into the underlying details. By storing transactional data in the cloud, controls can be put in place to limit errors, if not eliminate them entirely. This highly transparent way to collect, manage, track and analyse financial data provides a level of control not available with spreadsheet-driven processes.

## **RESULTS**

Media and advertising companies are able to enhance data integrity to achieve reliable process consistency, more accurate business insights, and optimal regulatory compliance.



BlackLine delivers a modernized approach to finance and accounting for media and advertising companies with:

**Automation** – Replace manual, spreadsheet-driven processes with rules-driven account reconciliations, journal entries, variance analyses and transaction matching. The latter offers the ability to match millions of transactions each month, saving accountants more than 90 percent of the time previously spent on this arduous task.

**Visibility** – Gain clear visibility into account reconciliations and other financial information, while accessing this data where and when you need it—in real time.

**Efficiency** – By eliminating manual, labour-intensive processes, accountants spend much less time on transactional tasks to provide value-added services – making sense of financial data to achieve strategic imperatives.

**Assurance** – Approve and validate manual Journals prior to posting, quickly correcting errors to ensure optimal regulatory compliance in this period of industry evolution and heightened compliance rules and enforcement.

**Reporting** – Assure that all reporting from ERP systems (SAP, NetSuite, Intacct, Oracle) is validated and accurate throughout the close process.

## Business Impacts

- **Real-time visibility.** Validating the accuracy of data is vastly enhanced, giving senior management confidence in the management of compliance risks, while compressing the time it takes for finance and accounting staff to close the books.
- **Efficiently manage tasks.** Using BlackLine’s Task Management product, manage multiple tasks simultaneously, schedule due dates, track progress throughout the close, and ensure that all tasks are completed in the proper order before being certified.
- **Dramatically increase efficiency.** Using BlackLine’s Account Reconciliation product, reconcile hundreds of millions of transactions—in less time—enabling finance and accounting teams to work on truly critical projects.
- **Streamline time-consuming global business tasks.** Achieve full support for multiple currencies and various types of reconciliations, including GAAP, statutory, IFRS and more.
- **Reduce risk.** BlackLine’s Consolidation Integrity Manager automates tie-outs between general ledgers and consolidation systems, auto-certifies reconciliations that do tie-out, and links to associated journals.