

Case Study Town of Marshfield, Massachusetts



The Situation

Marshfield is a small coastal community situated in southeastern Massachusetts, 30 miles south of Boston. During the offseason, Marshfield has an average population of 25,000 residents. Among those residents is well-known comedian and actor Steve Carell who made news by buying (and sometimes cashiering) the Marshfield Hills General Store in 2009. So if you're looking to get a business license in Marshfield, you'll have to go to the same place Steve Carell did, Town Hall.

The Marshfield Government has always diligently aimed to ensure everything runs smoothly throughout the town. However, the town's finance department determined they were spending too much time manually performing bank reconciliations and maintaining cash and bank balances. This tedious and

extensive manual data entry and processing included using Excel for matters such as:

- Processing receipts
- Disbursing all payroll and vendor payments
- Issuing of all short and long term debt
- Collection of tax titles
- Selling beach stickers and mooring permits
- Issuing cemetery deeds

Spreadsheets were not only cumbersome and hard to share, but were often subject to human error. Add this to the repetitive entry of the entire General Ledger Account number in the Turnover Report and it was easy to see that Marshfield was an excellent candidate for Zobrio Cash Management (ZCM).

Solution & Benefits

Within a month of implementation of Zobrio Cash Management, the Town of Marshfield quickly enhanced their ability to reconcile their many accounts and lost

many of the redundancies that had slowed operations for years. It also quickly replaced Excel as their day-to-day software.

"We have experienced a significant savings of time. We have been able to reduce the amount of time that it takes to manage cash and the full receipting process by as much as 70%.

—Marcia Bohinc, Finance Director

Solution & Benefits

SEAMLESS INTEGRATION

It was important to the Town of Marshfield for any new software to integrate with their existing ERP. As one of the key advantages of Zobrio Cash Management, seamlessly integrating with existing financial software was a priority for the development team along with its intuitive user interface. "Zobrio was able to customize some of the nuisance that we required to integrate without our accounting package. This was done in a timely manner and my staff was not affected. **It's the easiest software package my staff and I have ever used.** Multiple users were able to learn it literally within twenty minutes." – Marcia Bohinc

AUTOMATIC BANK RECONCILIATION

What attracts so many organizations to ZCM are its unique features.



The automatic bank reconciliation feature matches your bank deposits with system created deposit IDs to make the reconciliation process completely hands free. It handles multiple bank accounts too. Another loved feature is that ZCM gives treasurers a concise audit trail to track their cash receipts from the initial

receipt all the way to the general ledger. Audits become pain free and fraud is much easier detect.

"We benefit most from knowing that our data is up to date, easy to analyze and, in particular, knowing exactly what my bank



balances are at any given moment. This is extremely important for my daily funding decisions and to check whether certain bank transactions have been recorded." – Marcia Bohinc

It comes as no surprise to most that banks make errors. Marcia spoke about a time Zobrio Cash Management notified her of a bank error that went against her organization. **"Just recently we were able to quickly uncover a bank created error when performing bank reconciliation within ZCM.** The easy-to-use sorting and filtering functions within the system allow us to easily uncover discrepancies whether reconciling bank accounts or comparing our Treasurer's cash to the General Ledger."

OFF-SITE SOLUTION



Common amongst most software these days, Zobrio Cash Management is a complete off site solution. It lives completely in the cloud. We asked if this affected Marcia's decision to choose ZCM. "It was extremely important for us to purchase a hosted solution. The implementation had no impact on our already overburdened internal IT staff and the internet based access allowed for us to easily connect remote departments as well as providing management access to important data and tasks from virtually anywhere."

CONCLUSION

What started as a call for efficiency help, ended with complete financial solution for the Town of Marshfield, Massachusetts and its Treasurer's Office. Their biggest problem was redundant data entry and lengthy manual processing of spreadsheets.

Now Zobrio Cash Management has resolved their issues; saved them money, given back an estimated 20 to 40 man hours per week, and allowed them to reconcile bank accounts within minutes.

Our last question to Marcia was how everything has worked out with Zobrio Cash Management, "In a word, GREAT! We have saved a significant amount of time and now have the ability to make final decisions instantly as opposed to our former practice of compiling disparate information in to a spread sheet for one-time analysis."

One of the big reasons for ZCM's improved accounting efficiency is improved work flows.



"We are able to record and process receipts much faster now that we have Zobrio Cash Management. This allows us to recognize cash and be completely up to date without bank balances. Our prior method had many manual steps that have been completely eliminated." – Marcia Bohinc

"Time is money and ZCM has saved us significant time. Perhaps 20 to 40 man hours a week."

–Marcia Bohinc,
Finance Director