

CASE STUDY

Visit Philly

Philadelphia, PA

Challenge:

With eight departments and a \$20M budget, Visit Philly needed a way to create consistent, collaborative budgets while preparing for a major fiscal year change. Their existing budgeting software was underused and misunderstood across the organization.



The Martus Solution:

- Seamless integration with Sage Intacct allowing for real-time synchronization and data accuracy
- Enabled collaborative budgeting with six managers actively building and reviewing budgets directly in the platform
- Added tools that gave the ability to plan and forecast during fiscal calendar transitions

"Martus has become an indispensable part of our financial operations. I look at it almost daily."

-Ajene Atkins
Controller



Results

- Significant control and clarity over budgeting, reporting and forecasting
- Easy to use for nonfinancial team members
- Reduced reliance on spreadsheets and manual processes

See how Martus helps visitor bureaus budget smarter and adapt faster.

