

I would tell any business colleague who asked, that SVA is an incredibly efficient and professional team. My name is Marla Meyer Frank, I'm the chief financial officer for Frank Productions Incorporated. We are the largest independent concert promoter in the United States. We produce and promote concerts throughout the United States and we have operations and employees in seven states.

We had an accounting software system that was very old, very cumbersome, and didn't allow us the flexibility to provide the management reports and the financial reports that that we needed for our growing company. The types of reports we needed had to be designed to respond very quickly. We're a very fast-paced business, sometimes 24/7, and we need reports quickly and we need reports that are very relevant for our managers who are out in the field operating. They need feedback about how the shows performed, were they profitable, were they losers? They, they need that very quick feedback. We also have managers of the various divisions and they need information about the profitability of their division.

What really stood out to me about working with SVA was the efficiency and the the planning and the the detail that went into this project. SVA not only came in and evaluated our software needs, they were able to tailor the entire project to the expertise and the capabilities and the time constraints for the accounting team; they laid out a path. As CFO I wanted to know what the outcome was going to be and I wanted to know the path that we would follow to get there. I wanted to know the cost and the time. SVA laid that path out for us and managed everything, held everyone accountable so that we were able to achieve this project on time and under budget. When the project was finished, they followed up. We received phone calls, we received feedback from the team at SVA. They didn't walk out when the project was over and they are still checking in and extremely professional.