



Accounting and Market Insights



Intelligence Macau (HK) Limited

Client Location: Hong Kong

Industry: Research Firm for Gaming Industry

Technology Used: Wave app, Insightly, Quickbooks

Services Provided:
Accounting and Market Insights

"I have found DSS to be a reliable and dedicated partner. Their support services are professional and, in today's business environment, they provide a compelling cost-benefit alternative to in-house staffing. I would not hesitate to recommend them." - Anthony Lawrance, CEO, Intelligence Macau

Overview

Intelligence Macau is the leading independent research firm in the world's largest gaming market. Their primary goal is to provide institutional investors with insightful analysis that will allow them to understand market movements and trends that drive the sector. Direct Sourcing Solutions has provided them with assistance in some of their accounting functions, as well as in generating new clients and customer follow-ups.

Challenges

The client needed to chase delayed payments from some clients, but the backlog of existing work was too much for existing resources. Moreover, they found it difficult to find time to organise accounting documents and perform other finance-related functions.

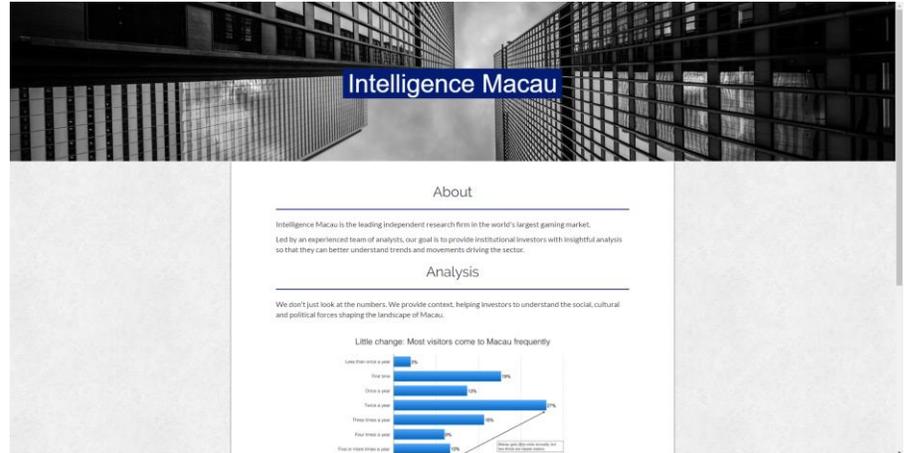
Intelligence Macau knew they needed extra help but didn't necessarily believe they had enough work long term to hire a full-time employee on a long-term basis, thus leaving the dilemma of how to cost effectively recruit additional assistance they could trust in order to meet the growing resource requirements.

How DSS Helped

The main service that DSS delivers for Intelligence Macau is Accounting Support. DSS provided an accountant to perform tasks such as chasing payments, invoicing, and computation of profit-sharing every month.

We have also undertaken special projects that involve assisting the auditor for the 2015 financial statements and creating the financial statements for 2016.

In addition, DSS also assisted the client in growing their business by dedicating a Market Insights consultant who was responsible for emailing prospects, performing encoding tasks, researching for leads, customer follow-ups, and calling leads to set appointments.



Results and Future Plans

By employing a remote accountant, Intelligence Macau was able to keep their accounting documents organised and updated. The accountant that DSS provided was also integral in making the process of chasing payments as well as other functions much faster.

Furthermore, by allowing DSS' Market Insights consultant handle lead generation, email marketing, research, and data encoding duties, they were able to save time and focus on core business functions that drive growth.

