

# Intelligence Macau (HK) Limited

Location: Hong Kong

Industry: Research firm for the gaming industry

Technology Used: Wave app, Insightly, Quickbooks

Services Provided: Accounting and Market Insights

*Intelligence Macau is the leading independent research firm in the world's largest gaming market. Direct Sourcing Solutions remotely supports its accounting functions and generates sales leads, freeing the company's staff to focus on core tasks.*

## OVERVIEW

Intelligence Macau is the leading independent research firm in the world's largest gaming market. It gives institutional investors the insightful analysis that allows them to understand the market movements and trends driving the sector. Direct Sourcing Solutions supports Intelligence Macau's accounting functions, as well as helping to generate new clients and follow-up existing ones.

## CHALLENGES

The client needed to chase delayed payments from some clients, but the backlog of existing work was too large for its existing resources. It also needed help with organising accounting documentation and other finance-related functions.

Intelligence Macau knew it needed extra help but didn't believe there was enough work for a full-time employee on a long-term basis. That left the dilemma of how to cost-effectively recruit the right skilled people to meet its needs.

## HOW DSS HELPED

Accounting support from DSS was the answer. DSS provides a qualified remote accountant to chase payments and handle invoicing and monthly profit-sharing calculations.

DSS also helps with creating annual financial statements.

We also help Intelligence Macau grow its business by dedicating a Market Insights consultant who was responsible for emailing prospects, encoding data, researching and following-up leads, and setting up sales appointments.

## RESULTS AND PLANS

By employing a remote DSS accountant, Intelligence Macau cost-effectively keeps on top of its accounting records, maintains cashflow by chasing payments, and fulfils other accounting support functions.

DSS' Market Insights consultant handles a broad range of new-business functions, leaving Intelligence Macau free to focus on growing the business.



*"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 LAWRENCE, CEO, INTELLIGENCE MACAU**

