

## From Frustration to Flexibility: Pacific Science Center Transitions from Dynamics GP to ActivityHD

*This case study showcases the transition process from Microsoft Dynamics GP to ActivityHD, an ERP system with feature rich accounting packages, such as accounts payable, accounts receivable, bank reconciliation, fixed assets, and general ledger.*

### Challenges Before ActivityHD

Pacific Science Center was facing frustrations with their ERP system, Microsoft Dynamics GP. While the organization had used GP for years, limitations in usability and reporting were becoming increasingly hard to ignore.

Basic tasks like retrieving invoices, generating trial balances for specific time periods, or drilling into GL segments required multiple reports and workarounds. Even pulling a trial balance—something the team needed daily—was a time-consuming process.

“I came into the organization and very quickly realized we needed to be on a new system,” said Director of Finance Mädchen Beltrie. “I couldn’t get the information I needed without a lot of effort.”

The organization initially implemented ActivReporter to improve visibility into their financial data. While that helped bridge some of the gaps, it became clear that a full transition away from GP was needed.



*The Pacific Science Center was founded at the 1962 World’s Fair in Seattle and became the nation’s first science and technology center. Now, the center serves more than 500,000 people each year in the Pacific Northwest and beyond.*



*Pacific Science Center chose ActivityHD after a peer in the Seattle arts community recommended the platform.*

*Another major factor in their decision was their previous experience with ActivReporter.*

*The same great integration with Excel and the flexibility it offered in financial reporting would carry directly over to ActivityHD.*

## Implementation Process

The team had recently endured a difficult 18-month implementation of a new CRM and didn't have the bandwidth for another major disruption. Ease of implementation was a crucial factor in the team's decision to choose ActivityHD over other ERPs.

The implementation process for ActivityHD includes several steps to ensure data integrity, proper configuration and customization, and effective user training before going live.

**1** Transition and reconcile all Dynamics GP data to an ActivityHD sandbox

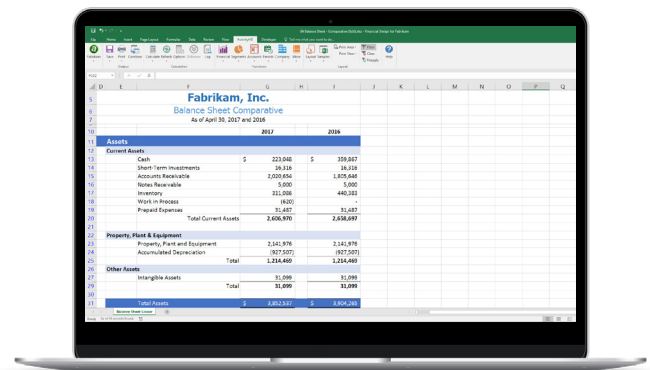
**2** Customize the instance of ActivityHD to meet the unique needs of the organization

**3** Create or implement automation, integrations with other software, etc.

**4** Train accounting staff on ActivityHD

**5** Allow users to test ActivityHD in a sandbox environment

**6** Migrate any remaining data or recent changes and then go live with ActivityHD



The ActivityHD implementation team was able to convert all Pacific Science Center's data since 2009 (14 years of data) directly over to ActivityHD.



**Mädchen Beltrie**  
VP of Finance & Technology

“The implementation was unbelievably smooth. We barely had to do anything. The data conversion went all the way back to 2009, and all of our data was just... there.”

“We really slice and dice our data like crazy,” said Beltrie. “Other ERP systems had flashy dashboards but limited customization. With ActivityHD, I could build reports exactly how I wanted them—right in Excel.”

Whether slicing and dicing data by GL segment or designing unique views for different stakeholders, the team can now create and modify reports on demand. This agility supports better decision-making and reduces turnaround time for monthly and ad hoc reports.

## The Results

With ActivityHD’s familiar structure and intuitive interface, the team was able to go live quickly, with minimal training required. Since the switch, the finance team at Pacific Science Center has seen dramatic improvements.

### ✓ Faster Reconciliations

With ActivityHD’s ActivTrial Balance, the finance team can instantly see the impact of unposted entries—something that was impossible in their previous system. This real-time visibility has transformed their reconciliation process, allowing the team to identify discrepancies and validate accounts quickly. What once required multiple reports and manual workarounds is now done with just a few clicks.

### ✓ Improved Financial Reporting

The ability to build highly customized, formula-driven reports in Excel has given Pacific Science Center full control over their financial reporting.

Fabrikam, Inc. Financial Statements for the 4 months ending April 30, 2017					
<b>Balance Sheet</b>		<b>Working Capital</b>	<b>Income Statement</b>		
<b>Assets</b>	<b>Apr 2017</b>	<b>Apr 2016</b>	<b>Revenue</b>		
Cash	\$ 585,856	\$ 376,183	Sales	\$ 5,450,988	\$ 3,456,418
Accounts Receivable	6,624,073	1,805,646	Less: Sales Returns and Discounts	(24,693)	(40,450)
Inventory	484,188	440,383	Less: Cost of Goods Sold	(1,181,693)	(1,574,863)
Long Term Investments	5,000	5,000	<b>Gross Profit</b>	<b>\$ 4,244,202</b>	<b>\$ 1,841,099</b>
Property, Plant and Equipment	1,221,933	1,224,469	<b>Expenses</b>		
Other Assets	62,386	82,285	Selling Expense	\$ 360,641	\$ 256,354
<b>Total Assets</b>	<b>\$ 8,383,636</b>	<b>\$ 3,914,265</b>	Administrative Expense	41,865	84,234
<b>Liabilities</b>			Salaries Expense	896,733	946,645
Accounts Payable	\$ 3,499,409	\$ 2,549,434	Other Employee Expenses	38,817	35,645
Notes Payable	338,349	338,349	Interest Expense	-	-
Interest Payable	739	739	Tax Expense	53,081	52,465
Other Liabilities	-	27,500	Depreciation Expense	12,039	11,428
<b>Equity</b>			Income Tax Expense	-	-
Stock	\$ 782,469	\$ 782,469	Other Expenses	23,485	70,433
Additional Paid-in Capital	200,653	200,653	Other Income	57,833	20,486
Retained Earnings	424,525	424,525	Gain/Loss on Asset Disposal	-	-
Prior Year Profit (Loss)	263,416	(813,740)	Amortization of Intangible Assets	-	-
Current Year Profit (Loss)	2,874,076	404,336	<b>Total Expenses</b>	<b>\$ 1,370,125</b>	<b>\$ 1,436,763</b>
			<b>Profit (Loss)</b>	<b>\$ 2,874,076</b>	<b>\$ 404,336</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$ 8,383,636</b>	<b>\$ 3,914,265</b>			

### ✓ Greater Executive Visibility

Leadership now has consistent, timely access to the financial data they need—without having to wait for custom reports. The CEO frequently requests adjustments to financial views, and the finance team can deliver those changes quickly, thanks to ActivityHD’s flexible reporting tools. Organization-wide, stakeholders now enjoy a level of data transparency that simply wasn’t possible before.

*“I was so frustrated all the time with GP. Now that we’ve switched to ActivityHD, I really love our ERP software.”*

Mädchen Beltrie



“Our CEO said our financial reporting is the best it’s ever been,” Beltrie shared. “And honestly, I love this software. It’s rare to say that.”

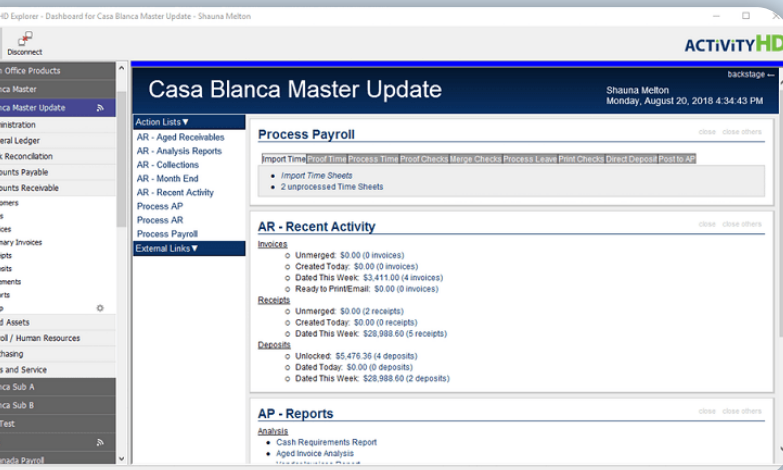
✓ **Enhanced Productivity and Morale**

Beyond the technical improvements, the transition to ActivityHD has had a measurable impact on the team’s day-to-day experience. Tasks that were once tedious or frustrating—like finding attachments or drilling into vendor invoices—are now intuitive and streamlined. As a result, the finance team can spend less time fighting the software and more time focusing on strategic work.

✓ **Customer Support**

Another major win for Pacific Science Center has been the exceptional support and customization offered by the ActivityHD team. When the finance team encountered limitations or needed a process to work differently, the response was refreshingly proactive. “If we hit a roadblock,” Beltrie recalled, “the ActivityHD implementation team would say, ‘We’ll just build a bot to automate that.’ You don’t hear that from other vendors.” This willingness to adapt the software to fit the organization’s unique needs—not just offer a workaround—has been a key differentiator and a major contributor to their long-term satisfaction.

# ACTIVITYHD



ActivityHD supports your business model by providing insight and control over your financial health.

When you have a complicated accounting and payroll structure, you need a system to handle the complexity and keep it centralized. ActivityHD ditches the one-size-fits-all system to provide customizable tools.

With ActivityHD, you can manage your business financials efficiently and collaborate more effectively for better business decisions.