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**Broadcast
company
simplifies
multi-entity
accounting with
Gravity Software**

ABOUT THE SAGAMOREHILL BROADCASTING

SagamoreHill Broadcasting is a media company that owns and operates television stations across the United States. With 25 entities and multiple broadcast channels under management, the organization needed a more scalable accounting system. After outgrowing QuickBooks Online, SagamoreHill selected Gravity Software's cloud-based, multi-entity accounting solution to streamline financial management and gain real-time consolidated reporting.



Industry: Broadcasting and Media

Number of Gravity Users: 6

Number of Entities: 25

Previous Accounting Solution:

QuickBooks Online

Key Results:

- Streamline intercompany transactions across 25 entities
- Accelerated monthly closes and consolidated reporting
- Improved scalability and flexibility with a true cloud-based accounting solution
- Gained real-time financial visibility with integrated reporting and dashboards

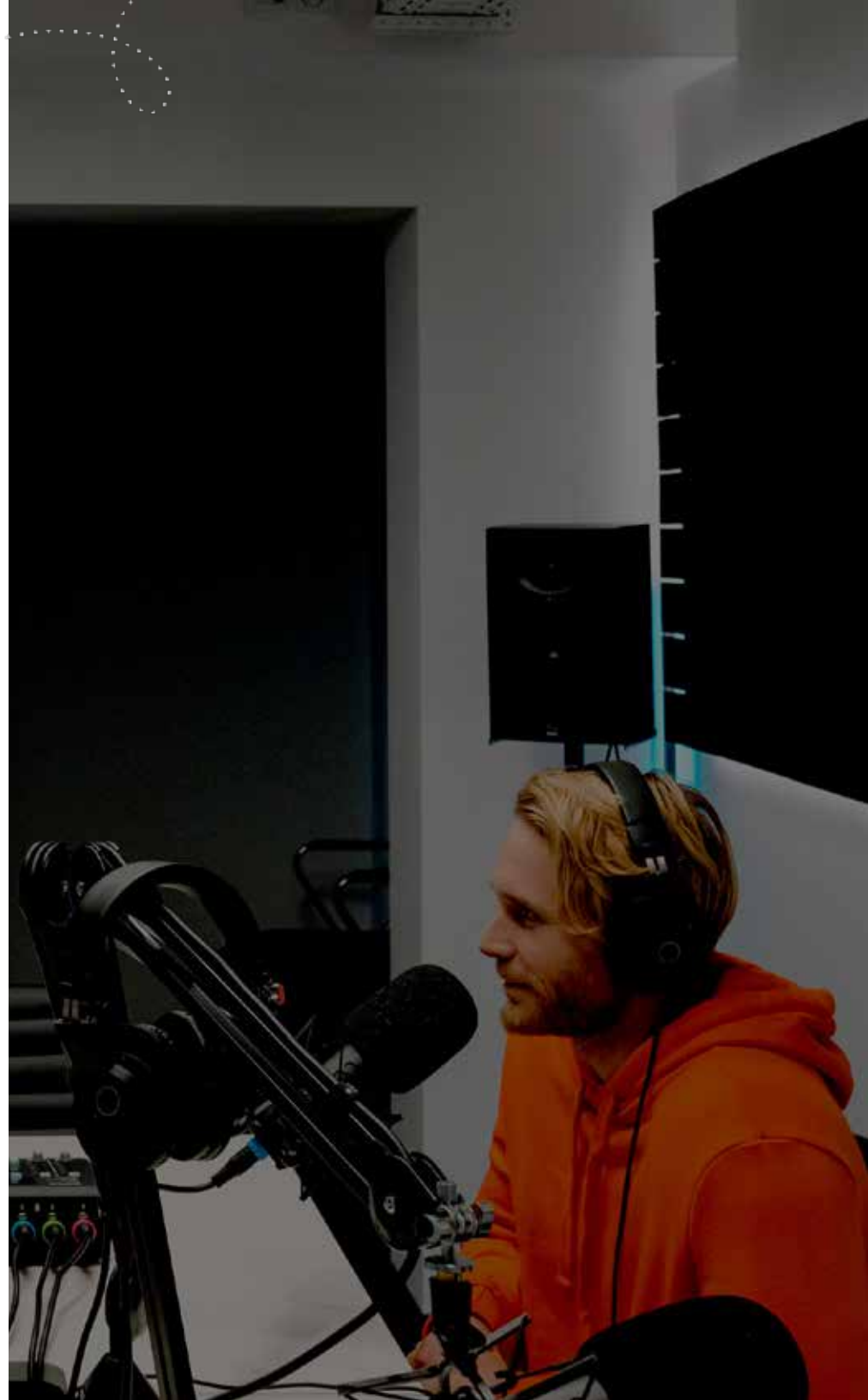
THE CHALLENGE:

MANAGING COMPLEX, MULTI-ENTITY ACCOUNTING ACROSS STATIONS

SagamoreHill Broadcasting, which owns and operates 13 broadcast stations with multiple channels, faced mounting challenges in financial management as the company grew. Each channel was treated as a separate entity, and with 25 entities in total, the accounting team was burdened by complex intercompany activity and time-consuming reporting.

Their previous solution, QuickBooks Online, lacked the flexibility to support multi-entity accounting, making it difficult to consolidate results and maintain visibility across the organization. Reconciling data between entities required hours of manual effort, leaving little time for higher-level financial analysis.

By May 2022, SagamoreHill made the decision to move to Gravity Software. Then, in February 2025, Matt Arnold stepped into the role of Controller and Treasurer, inheriting the system and immediately recognizing its value. With four full users and two read-only users, SagamoreHill's finance team needed efficiency, accuracy, and scalability to support the company's nationwide broadcasting operations.



THE SEARCH FOR SCALABLE QUICKBOOKS ALTERNATIVE

As SagamoreHill's structure expanded, the finance team realized they needed more than QuickBooks could offer. They began searching for a cloud based, multi-entity accounting solution that could:

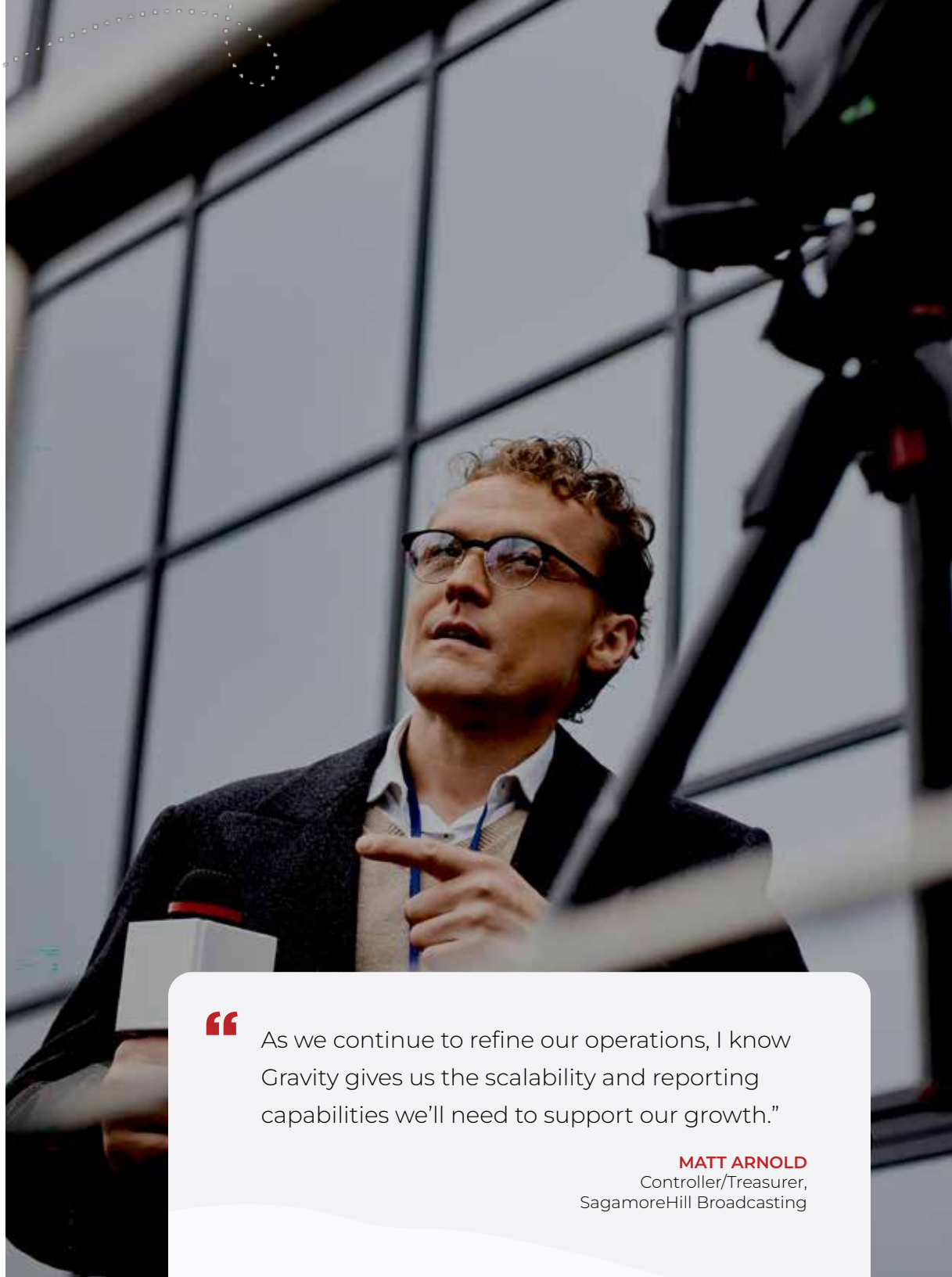
- Handle intercompany transactions without manual workarounds
- Deliver real-time consolidating reporting across all entities
- Scale with organizational growth
- Integrate seamlessly with Microsoft tools already in use

Gravity Software stood out as the ideal solution. Built on the Microsoft Power Platform, it provides robust multi-entity functionality, real time reporting, and deep integration with tools like Power BI. For SagamoreHill, this meant centralizing accounting processes, reducing inefficiencies, and gaining a modern platform that could grow alongside the company.



As we continue to refine our operations, I know Gravity gives us the scalability and reporting capabilities we'll need to support our growth."

MATT ARNOLD
Controller/Treasurer,
SagamoreHill Broadcasting





THE RESULT:

GREATER EFFICIENCY, VISIBILITY, AND SCALABILITY

Gravity Software has reshaped how SagamoreHill Broadcasting's accounting team works, bringing greater efficiency, visibility, and scalability to their operations.

Since going live with Gravity, the team has been able to manage all 25 entities in a single system, saving hours each month on reconciliations and consolidations. Tasks that once required manual spreadsheets and duplicate entry are now automated, freeing the team to focus on analyzing results and supporting strategic growth.

"Coming into the Controller role, I was pleased to see we had already transitioned to Gravity Software," said Matt Arnold, Controller and Treasurer at SagamoreHill Broadcasting. "It's clear the system was designed for companies like ours that deal with multiple entities and complex reporting."

One of the biggest benefits Matt has seen is the time savings:

"Instead of working through manual spreadsheets, we have real-time visibility across all our stations."



Gravity Software gives us the scalability and automation we need to keep up with our growth and complexity. It's a system built for organization like ours."

MATT ARNOLD

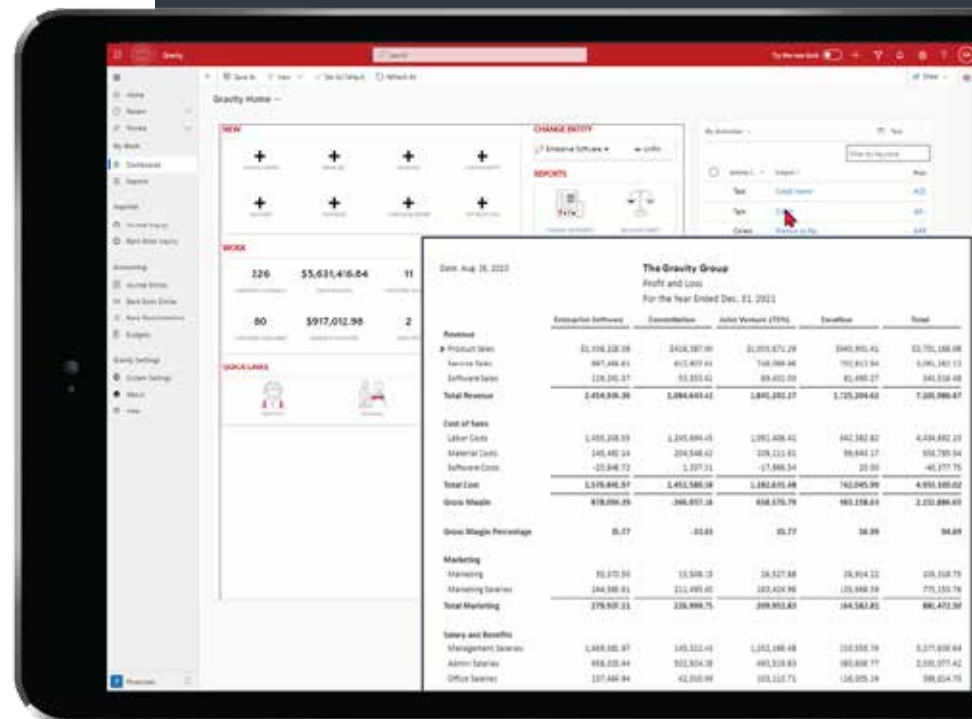
Controller/Treasurer
SagamoreHill Broadcasting



Simplify multi-entity accounting with Gravity

SagamoreHill Broadcasting turned to Gravity Software after outgrowing QuickBooks and the manual processes that slowed their accounting team. With 25 entities and multiple broadcast channels, the organization needed a cloud-based system that could handle complex consolidations and intercompany activity.

Gravity Software proved to be the ideal solution, empowering SagamoreHill's finance team with real-time visibility, automation, and integration on the Microsoft Power Platform. By streamlining multi-entity accounting, Gravity enables broadcasters like SagamoreHill to save time, reduce errors, and scale with confidence.



See why **SagamoreHill Broadcasting** and more than **3,300** other companies **trust Gravity** to manage their growing businesses

SCHEDULE AN ONLINE DEMO TODAY

Just Say **GO!**
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