



Broadway Across America
Houston, TX
www.broadwayacrossamerica.com

Industry:
Entertainment

Locations:
More than 30 cities across
America

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R12 system running to our
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– Chante Moore,
Chief Accounting Officer,
Broadway Across America

On With The Show for Broadway Across America, Thanks to SmartDog Services

International Production Enterprise Connects with Austin-
Based Firm for Oracle R12 Success

Austin, TX – 05 January 2010 –SmartDog Services, a unique Austin-based Oracle consulting firm, recently completed an extensive financial services assignment with Broadway Across America (BAA), an international theatre production and promotion company. SmartDog experts helped BAA’s corporate team eliminate implementation challenges and manage critical elements of their worldwide business enterprise, including the generation of financial statements, cash reconciliation, fixed assets depreciation, and accurate management of show expense and revenue.

“The SmartDog team was relentless in their efforts to get our Oracle Financials R12 system running to our specifications,” said BAA’s Chief Accounting Officer Chante Moore. “Due to their expert assessment, stabilization efforts, and performance execution, our company was able to meet critical financial deadlines. We wouldn’t think of using anyone but SmartDog for our Oracle needs.”

About Broadway Across America

Broadway Across America produces touring Broadway shows in signature venues in over 40 North American cities, selling over 6.4 million tickets last year to an estimated 4,000 live performances. In addition to extensive production logistics, sales, and promotions, Broadway Across America also delivers to its audience a one-of-a-kind online interactive patron community, with over 265,000 season ticket holders, 870,000 group ticket holders and 1.3 million eCLUB members, offering unique benefits and exclusive opportunities through its website.

More about SmartDog

SmartDog Services provides on-command Oracle expertise to customers who run the Oracle Technical Stack and eBusiness Suite. Our mission is to be your advocate in the Oracle community, a friend in the business. Smartdog’s Zero Dollar Agreement (ZDA) is a straightforward, no commitment contract and provides flexible, cost-effective Oracle expertise to customers in as little as fifteen minute increments. Companies that rely on SmartDog can expect to easily get a quick answer or a long-term resource, depending on their immediate needs. For more information, please visit www.smartdogservices.com, or contact SmartDog at 800.309.1213.