

## SOLUTION DRIVERS

- Improve maintenance renewals process
- Eliminate multiple databases, tools and spreadsheets
- Consolidate customer information
- Eradicate incomplete service expense reporting and billing
- Resolve data integrity and reliability issues

## SOFRAX BENEFITS

- Automated and accurate maintenance renewals
- Services revenue increased
- Single source for customer information
- Eliminated unbilled support calls
- Integrated product, service, and call center business systems
- Scalable accounting infrastructure

## COMPANY SNAPSHOT

Ownership	Public
Industry	IT Solutions for Municipalities

*“With Softrax we have a sophisticated system that consolidates all customer information in one comprehensive database and integrates accounting functions across product, service and call center operations.”*

—Controller

## Municipal Solutions Provider

*Over the years this municipal solutions provider acquired ten companies and ten different customer databases. As a result, accounting and finance processes became highly fragmented. Capturing 100% of their maintenance renewal and services revenue was nearly impossible. The company selected Softrax to create an enterprise system to consolidate its account information and as a result, increased service realization and renewal rates dramatically.*

### THE COMPANY

This company is a preeminent leader in providing information technology to municipalities. It provides innovative software solutions to nearly 2,500 government offices, agencies and utility companies throughout North America. The company's products address the wireless computing requirements of a rapidly changing public sector market, and support the end-to-end delivery of e-government access to citizens and businesses.

### THE CHALLENGE

This municipal solutions provider was in an enviable business position, with a large recurring maintenance revenue stream and a record of consistent profitability. However, after ten acquisitions, it had never established a common account database. According to the Controller, “The maintenance renewal process every month was a nightmare. We used spreadsheets to research the renewals in each of the ten databases, then we had to key the data manually into our accounting system to generate the invoices. Not only was this very time consuming, but we had a low degree of confidence in the reliability and integrity of the processes and the data.”

Added to this were accounting problems in professional services and call center operations. “We were literally leaking services revenue because our home-grown tools weren't sophisticated enough to allow close monitoring of time entry by service employees. If an employee happened to get the expense report in accurately and on time, the customer got billed. If not, the revenue fell completely through the cracks. And call center employees had no visibility into the status of maintenance contracts, so even a customer with a cancelled contract could call up and get free support.”

### THE REQUIREMENTS

The company had outgrown its existing systems and now required a solution that was optimized for their business. “Improving maintenance renewals was our top priority and we were looking for an application specifically designed to handle the renewal process,” the Controller explained. “In addition, we had to get the services revenue situation under control. We needed a professional services system that would automatically track time entry against percentage of completion and allow project managers to monitor employees' time submission and invoices before they went to customers. And finally, we needed a system that would consolidate all of our customer data in one place and provide us with a high degree of confidence in its reliability and integrity.”



*"In the first year after we implemented Softrax, the added functionality enabled us to recognize over a million dollars in incremental services revenue that had fallen through the cracks."*

—Controller

*"Softrax has enabled much tighter financial controls across all of our operations and a more enlightened understanding of customer and line-of-business profitability."*

—Controller

#### THE SOLUTION

The company considered a number of applications, all of which were either very expensive, or which did not specifically address the renewals process. They chose a Softrax solution that would handle renewals, billing and revenue management, and also replace their enterprise accounting system. They added Softrax Professional Services Automation (PSA) to accurately capture services revenue.

"With Softrax, we now have a system that effectively integrates accounting functions across product, service and call center operations," stated the company Controller.

#### THE BENEFITS

The benefits realized were even greater than expected. "Improving maintenance renewals was our primary requirement and we are exceptionally pleased with the results. Today we have one customer information database instead of ten and the system automatically identifies renewal candidates and prepares invoices. With Softrax, the amount of effort required to manage the renewals process has been reduced to almost nothing and the level of accuracy is very high. Maintenance revenues are up because we capture and act on everything."

Increases in services revenue were dramatic. "In the first year that we implemented the Softrax solutions, we realized over a million dollars in incremental services revenue that we were able to confirm was completed and billable rather than deferred. This was entirely due to the time-entry capabilities of Softrax."

Productivity in accounting has improved. "As a direct result of implementing Softrax, we were able to eliminate nearly 20% of our headcount in accounting for services. On the product side we moved a number of accounting personnel onto research for other projects. And those of us in accounting management are now able to devote much more of our time to generating reports and analyzing the businesses."

The company is also now able to easily maintain a level of customer detail not possible before. "With our old system the support center staff had no way of knowing that a customer had cancelled maintenance on a contract, so if the customer called we'd provide the support instead of selling them a new contract. With a customer base of 1,500, chances were good that we were putting in sizeable unpaid support efforts. Today contract status information for each customer is available instantly to the support center, so we get paid for every call."

