

# Framework Technologies

## SOLUTION DRIVERS

- Deferred Revenue
- Maintenance Renewals
- Eliminate Spreadsheets
- Upgrade General Ledger
- Maintenance Renewals
- Installation Management

## SOFRAX BENEFITS

- Automated Deferred Revenue Processing
- Automated Maintenance Renewal Scheduling
- Better Internal Control
- Scalable Financial Infrastructure
- Integrated Financial Processes
- Productivity Improvements

## COMPANY SNAPSHOT

Ownership: Private  
 Industry: Engineering Project Management and Decision Support Solutions  
 Location: Burlington MA

*"Softrax is a very comprehensive revenue management system and makes it much easier for us to manage our customer relationships."*

—Jane Tisdale, Director of Finance  
 Framework Technologies

*Sustaining rapid growth required that Framework quickly establish efficient processes across the company, including finance. They selected Softrax because it was the only solution that could automate the whole revenue cycle from general ledger to deferred revenue.*

## THE COMPANY

Framework Technologies is a leading provider of project collaboration, product innovation and portfolio management solutions, enabling companies in the manufacturing and architecture, engineering and construction (AEC) markets focus on the key projects paramount to achieving growth objectives. Framework's solution helps Fortune 1000 manufacturers like BorgWarner, Coleman, Moen, INTERMET and Timex, select the right projects and execute those projects right. Framework's solution also helps AEC companies such as Burns & McDonnell, Iowa State University, MACTEC, Peter Kiewit & Sons', Inc., Princeton University, Transwestern Commercial Services and University of Southern California to execute their facilities and construction projects right.

## THE CHALLENGE

As Framework's business has expanded, a number of strategic and structural changes had to be made. The sales strategy transitioned from product and technology selling to solution selling, sales and support were also restructured. In addition, the number of customers increased significantly and deal sizes started getting larger and more complex.

As a result, processes needed upgrading. Finance was relying on spreadsheets for managing deferred revenue and a calendaring package for booking services. There was no single customer database and billing information had to be pulled from lead generation, technical support, and services repositories. Jane Tisdale, Framework's Director of Finance observed, "It would have been really difficult for the company to get more sophisticated and add more customers without changing the system we had in place. It was way too fragmented."

## THE REQUIREMENTS

The first order of business was a new financials package. Framework was using a desktop accounting package that was insufficient to keep up with the new volume of transactions. But, as Tisdale explained, the real issue was deferred revenue from both maintenance and consulting services: "The deferred revenue from the maintenance side was just a massive spreadsheet. We had no real mechanism for alerting us when maintenance contracts were expiring; we had to manually go through the worksheet. For billing we were using a very simple template and we didn't have a primary customer database. So we were drawing our customer information from technical support, a sales lead generation database, as well as what we had in finance."



Take the time to analyze the sales process. *"We thought a lot about our business model to understand how products were sold. That was very helpful when it came to setting up our database."*

—Jane Tisdale, Director of Finance  
Framework Technologies

Customers and prospects should be tracked differently. *"We have made Softrax our only customer database. We still have lead generation databases, but all our customer data comes from Softrax. It's really become the customer bible."*

—Jane Tisdale, Director of Finance  
Framework Technologies

## THE SOLUTION

Framework evaluated several vendors with robust financials packages, but none of them could solve the deferred revenue problem without a major investment in consulting services. "Our big concern going with another vendor was once we do all the customizations, every upgrade becomes an issue. With Softrax we didn't have to customize it much at all," Tisdale reported.

But technology was only part of the solution. Framework examined its business needs with an eye to the future. It restructured its master license agreement and gave sales a couple of other standard contracts to provide standard terms for different purchasing options. Finance also got more involved in reviewing sales orders from start to finish. The process changes were part of becoming a more efficient company, as Tisdale put it: "We revamped everything from budget approvals to purchase order processing. We were getting to a point where we were becoming a larger company and needed to be more automated and more controlled."

## THE BENEFITS

One of the initial benefits was being able to easily implement and use the Softrax system. Tisdale described the roll out, "We use it primarily out of the box. We did a lot of the database population ourselves so we had a good understanding of how it works. It's a very easy system to use. We've really had no issues. We went live on time and under budget."

Managing deferred revenue and maintenance renewals no longer requires spreadsheets. Tisdale described the problem, "Before Softrax, we had to search through the spreadsheet, and because an order was not entered until after there was an invoice with a PO against it, so we had no way of knowing what was pending."

Now, Softrax automatically does all the deferred revenue calculations in compliance with applicable accounting guidelines. Renewal notices now go out to sales well ahead of time so there is no revenue leakage. Tisdale explained the difference, "With Softrax you can look at pro formas, you can do co-terminus contracts, and you can get a snapshot of renewals. Now we can get invoices out and get billing paid before the maintenance terms are up. That would have been impossible without Softrax."

Softrax also provides a transactional audit trail throughout the process. Now Tisdale has a lot more control, "We use a lot of batch processing on the accounting end to make sure we have internal controls in place. In our other system, there was no audit trail about who had touched what or what had been done to what. Now everyone has a batch code associated with his or her work so I can run it and review it."

As a result of implementing Softrax, jobs in the finance department have become less focused on one task and more process oriented. According to Tisdale, this has resulted in greater efficiency, "Anyone on staff can easily process an order from start to finish, with all the components, and make sure everything happens appropriately and the right notifications go out. As a result, we need fewer people to do more work."

