



## SOLUTION DRIVERS

- ✓ Eliminate Spreadsheets and Single-Function Tools
- ✓ Automate Accounting Routines
- ✓ Consolidate Customer Information
- ✓ Improve Maintenance Renewals
- ✓ Achieve Measurable Increases in Productivity

## SOFTTRAX BENEFITS

- ✓ Integrated Systems for Product and Professional Services
- ✓ Accurate, Timely, Automated Accounting Processes
- ✓ Higher Value-added to Resellers
- ✓ Substantial Productivity Improvements
- ✓ Significant Increase in Maintenance Renewals
- ✓ Reduced Cost of Sales
- ✓ Centralized Repository for Customer Information

## COMPANY SNAPSHOT

Ownership	Private
Industry	Retail Management Solutions

*"The combined power of the Softrax and Softrax PSA system was able to meet all of our most fundamental business needs."*

—Director of Accounting and Finance

## Retail Solutions Vendor

This retail solutions vendor was able to meet all of its business requirements for a new accounting infrastructure by implementing Softrax and Softrax PSA. The result was an integrated and automated system that brought sharp improvements in productivity, maintenance renewals, and reseller satisfaction. When the company was acquired, the system played a significant role in the transaction by providing financial continuity, transparency, and accuracy.

## THE COMPANY

This retail solutions vendor provides software and services that manage strategic pricing and inventory management operations for grocery businesses. Its products provide supermarket operators with the flexibility, control, automation and execution capabilities necessary to respond and compete in today's complex retail environment. Its solutions are used by over 400 chains, totaling more than 15,000 installations worldwide.

## THE CHALLENGE

This retail solutions vendor was a rapidly growing company needing to consolidate and streamline its accounting. They had a single-function system for General Ledger, and an array of disconnected spreadsheets used to manage everything else. Their maintenance records resided in yet another set of spreadsheets. These tools worked adequately when the company was smaller, but with a large network of resellers and thousands of installations, they were no longer able to handle the demands of the business.

According to the Director of Accounting and Finance: "It was becoming challenging to do business with us. The disconnected processes meant that customers could get invoices that were late, inaccurate, or both." Managing the support and maintenance renewal processes was also painful, and organizational productivity suffered. "Running a very tight operation was important to us, and we could no longer do it with the systems we had in place."

## THE REQUIREMENTS

The company needed a solution that would seamlessly link the accounting for both product sales and professional services, and automate all accounting routines, including expensing, invoicing and reporting. "We were at a point in our growth where we needed fewer manual processes, more consolidation, more automation, and more control," said the Director of Accounting and Finance. He further explained, "We also needed a solid customer information repository. Our resellers expected much more specific customer information from us, and our marketing department required installed-base data."

Also high on the list, the company wanted to automate and increase maintenance renewals, and improve productivity in sales and finance.



*"We've customized every invoice to meet the resellers' needs. The result is less critical analysis of the invoices and a reduction in Days Sales Outstanding from 79 to 58."*

*—Director of Accounting and Finance*

*"No other company does maintenance renewals as well as Softrax. It significantly reduces risk to our business model."*

*—Director of Accounting and Finance*

## THE SOLUTION

The company recognized that an integrated solution was critical to success. It considered selecting a collection of packages and doing the integration work themselves. But the need to upgrade any single application would have put the entire system at risk. "We looked at Softrax and Softrax PSA. The power of this combined system was able to meet all of our most fundamental business needs. We also found that the ability to customize the application and use custom reporting has been a real strength."

## THE BENEFITS

The Director of Accounting and Finance offered many before and after comparisons. "We are much easier to do business with today. This is of paramount importance to us. Now, whether our invoicing is for an initial software order, a services contract or services expense and maintenance, it is timely and accurate. We no longer get calls from customers saying, 'I don't understand what you are invoicing me for.' Softrax has fixed this problem permanently."

Significant improvements in productivity also followed. "We are able to close our books in half the time, and cut the time for reporting even more. Now we can do our entire monthly reporting in about two days as opposed to the seven days it took us before Softrax. Ultimately we were able to reduce headcount in accounting and finance by nearly 40%." Further, there was a shift in focus: "Once the solution was up and running, we were able to move from low-value tasks to projects that enhance the operations of the company."

When the company's maintenance renewals' process was automated, billings and collections improved dramatically. Prior to Softrax, the process was spreadsheet-based and only the sales force could drive it. "With Softrax automating this process, sales has been freed to pursue software revenue and new business exclusively. Securing the renewal revenue is now an accounting function, as it should be. The fact that our renewals are way up and our sales force is no longer compensated for them is a double benefit to the bottom line."

The Softrax installations module benefits everyone. "We rely on it to communicate with sales, support, and services exactly what is physically in every location. It's used to verify our license files, protect our intellectual property, and provide marketing with installed-base information to target add-on sales." In working with resellers, it also offers an advantage. "We are able to provide highly-customized invoices to every reseller that capture their customer information exactly the way they want to see it, every time. This is a complex requirement that provides real value. The system handles it beautifully."

When another retail company made a bid to acquire the company, the due diligence process was fast and clean. "Because of the capabilities of the Softrax system, the acquiring company was able to validate quickly all of our revenue by line of business and customer. They came to understand that we'd built an impressive system that runs our business with continuity, transparency and accuracy. It's clear the system played a major role in the acquisition."

