



Aravo

www.aravo.com

At A Glance:

- **Company:** A leading provider of solutions for supplier information management, supply chain management, supply chain risk management, corporate social responsibility and sustainability.
- **Employees:** 70
- **Industry:** Software
- **Location:** San Francisco, CA
- **Integrations:** QuickBooks
- **Challenges:**
 - San Francisco based software provider experienced a disconnect between services and accounting teams.
 - As a result, services billings often lagged 20–30 days behind schedule.
 - Project profitability tracking was reactive and inaccurate.
- **Results with OpenAir:**
 - Cash Flow. Company has experienced an 85% decrease in month end close cycle.
 - Savings. Eliminated the need for full time administrator.
 - Growth. Business has grown 25% during company's use of OpenAir.
 - Visibility. Company can monitor true cost of closing opportunities.



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— Sig Lackner, VP of Global Services, Aravo

Results

To the services organization, cash flow is king. Through OpenAir Connect for QuickBooks, Aravo has linked its OpenAir professional services automation (PSA) solution with its core financials to accelerate its quote-to-cash cycle and establish a platform for a comprehensive services resource planning (SRP) solution.

Through deep integration between OpenAir and QuickBooks, Aravo has reduced its month end close cycle by 85%.

“Our ad hoc process before OpenAir often lagged 20–30 days behind schedule on services billings,” said Lackner. “By linking OpenAir to our QuickBooks instance, we have cut our month end close to 5 days.”

This streamlined process has supported a 25% growth in Aravo's business as well as led to significant cost savings. Due to this increased automation and OpenAir's ease of use, the company has saved at least one headcount in cost by avoiding the need to hire a full time administrator.

The Challenges

As is the case with many services organizations, as business, customer, and project volume increased, Aravo found itself quickly outgrowing its legacy business systems.

“Prior to OpenAir, we lived in a spreadsheet world,” said Lackner. “We had no systematic time and expense process and as our business grew; our processes had to grow as well.”

Specifically, Aravo encountered contract terms that simply could not be handled by manual methods. With 60–70% of projects being fixed fee, the timely and accurate billing of services according to detailed milestone schedules was essential. Without a predictable method for project billing, Aravo struggled to effectively forecast project profitability.

“We had no connection to our accounting team prior to OpenAir,” said Lackner. “Trying to measure project profitability was a fire drill afterthought that rarely painted an accurate picture.”

 Find out more: contact OpenAir at 1.888.367.1715 or visit www.openair.com



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*— Sig Lackner
VP of Global Services, Aravo*

The Solution

Through OpenAir Connect for QuickBooks, Aravo has gained essential visibility into the performance of its business. By linking services and accounting, there is no longer a lack of communication which leads to inaccurate profitability forecasting.

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OpenAir enables Aravo to track pre-sales engagements to understand exactly where and how consultants are spending their time. As a result, the company now has a more complete picture on the true cost of closing an opportunity. With confidence in project cost figures, Aravo can build reliable project profitability models to learn which projects make the most money.

Equally important is the control and autonomy that project managers have gained with the OpenAir system. With OpenAir’s robust reporting engine and dashboards, Aravo’s project managers can now provide project status reports to customers. Informed customers equal happy customers and the ability to easily share critical project information has greatly improved client satisfaction.

Furthermore, with automated billing and invoicing, OpenAir provides a simple yet effective system for managing to contracts and milestones. As contract terms become more and more complex in the services industry, OpenAir will continue to prove its worth at Aravo.

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