OpenAir®
A NETSUITE COMPANY

Devlin Inc.
www.devlin.ca

At A Glance:

- **Company:** A web development firm focused on interactive user experience, design and technical development.

- **Employees:** 32

- **Industry:** Web Development; User Experience, Web Design and Mobile Application Development

- **Location:** Toronto, Canada

- **Challenges:**
  – Silo applications provided limited visibility.
  – A lack of automation led to disjointed processes.
  – Business reporting was inaccurate and retroactive.

- **Results with OpenAir:**
  – Savings. Company saved $12,000 CAD in administrative effort.
  – Efficiency. Cash flow is optimized due to invoice tracking.
  – Visibility. OpenAir's reporting engine provides accurate forecasts.
  – Flexibility. Consultants can enter time and expense while on the road.

"OpenAir's ability to track outstanding invoices and payments has proven invaluable to our cash flow model."

— Eren Fernandez, Managing Director of Operations, Devlin Inc.

Results

Devlin Inc., a web and mobile application development firm based out of Toronto, began its use of OpenAir in 2002 in an attempt to integrate its various business processes into one unified solution. Although the system immediately increased efficiencies across multiple departments, it was during an acquisition in 2006 that OpenAir truly proved its worth.

"In 2006 we acquired a smaller company," said Eren Fernandez, Managing Director of Operations at Devlin. "By implementing OpenAir at our new company, we were able to find revenue that was outstanding from their accounts." With an integrated system in place, revenue leaks were quickly identified and addressed.

Furthermore, the ability to quickly add users and get the acquired company up and running on OpenAir saved Devlin $12,000 CAD in administrative costs. "Migration of all critical information from our new company into OpenAir took less than 2 weeks. Without OpenAir, this would have taken over two months at great cost to the company."

Through OpenAir's invoice statuses and automatic email reminders, Devlin quickly identifies clients that are falling behind on payments and takes proactive steps to get that cash in the door. "OpenAir's ability to track outstanding invoices and payments has proven invaluable to our cash flow model," said Fernandez.

Challenges

Devlin implemented OpenAir to address a number of inefficiencies across its business. Foremost was a lack of integration between systems. "Prior to OpenAir, we had no link between our various, silo applications," said Fernandez. "This limited our visibility into our finance and operations."

Previously, Devlin managed projects in Microsoft Project. This created major pain points around collaboration and visibility. Every time a change in project scope occurred, a new project plan had to be created and distributed.

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Furthermore, due to a lack of integration between systems, changes to one set of data did not always funnel down to the others. "Our operations were managed by a total of four systems," said Fernandez. "That translates to four different sets of data and four more opportunities for errors and inconsistencies."

The Solution

With historical data in OpenAir dating back to 2002, Devlin has unprecedented visibility into the health and trends of its business. "We create snapshots of our business year over year to create accurate forecasts," said Fernandez. "With OpenAir, we no longer feel like we are treading blindly."

OpenAir's robust reporting engine provides Devlin with the real-time data necessary to make timely, informed business decisions. The company can quickly identify projects that are underperforming and proactively address issues in scope and budget.

The system's remote access is essential for Devlin's mobile workforce. "Our employees are often on the road or working on-site," said Fernandez. "The fact that OpenAir is available via any internet connection as well as by smart phone ensures that our consultants can reach their mission critical information in a timely and accurate manner."

With so many project managers familiar with Microsoft Project, user adoption was a real concern. However, OpenAir's robust integration with Microsoft Project enables project managers to build work breakdown structures within Microsoft Project and then import the project plans into OpenAir for time and expense tracking and client invoicing. This functionality, at no extra cost, has proven invaluable to OpenAir's success at Devlin.

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