OpenAir®
A NETSUITE COMPANY

Strophe
www.strophe.com

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Strophe

At A Glance:

- **Company:** An international software reseller of Microsoft Dynamics.

- **OpenAir Users:** 50

- **Industry:** Software; Resale

- **Location:** Corporate headquarters in Quebec, Canada

- **Challenges:**
  – Undisciplined time and expense tracking.
  – A drawn out billing cycle delayed cash flow.
  – Multi-currency clients created burdensome maintenance.

- **Results with OpenAir:**
  – Efficiency. Company Partner experiences drop in billing cycle of 75%
  – Flexibility. OpenAir billing rules handle even the most complex scenarios.
  – Simplification. OpenAir integrations provide seamless flow of information.
  – Convenience. Consultants can enter time while on the road

Results

With OpenAir, Strophe has regained control over there time, expense, and billing systems. "We now religiously bill our clients every 2 weeks, which gets revenue in the door more quickly and boosts cash flow," said Jean Provencher, Senior Partner at Strophe.

The main reason for this success has been OpenAir's robust billing rule functionality. "Their billing rules are very 'smart' and well done. We have yet to run into a billing scenario that we were not able to manifest in the system."

The functionality to track billing down to the task level brings an added level of customization and flexibility. OpenAir also supports the ability to mix multiple billing scenarios within the same project to ensure efficient billing.

Furthermore, Strophe is now able to collect timesheets on a weekly basis which has uncovered a viable source of previously lost revenue.

"Every Monday morning we make sure all timesheets are accounted for. Through accurate and timely billing we have discovered that one more billable hour per employee per week that is accurately captured on timesheets creates enough extra revenue that OpenAir pays for itself."

With OpenAir alerts and email reminders, consultants are more likely to enter their time immediately after their work is complete which leads to fewer errors and omissions.

Having experienced the automation that OpenAir was able to provide for their services delivery, Strophe desired to extend these benefits into other aspects of their business.

Through integration with Microsoft Dynamics Great Plains, Strophe achieved a seamless transition from services operations to general bookkeeping.

"Being experts in Great Plains, we were able to build integration between OpenAir and our general ledger. Through two basic touch points, we are able to push both our expenses and accounts receivable into Great Plains."

Strophe
POWERED BY PEOPLE

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

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This provides an automated process through which all of the organization's financial figures are allocated to their appropriate accounting code. Similarly, integration between OpenAir and Microsoft Dynamics CRM pushes prospects into OpenAir as customers and ensures that Strophe's projects get off the ground running as soon as a sale is closed.

The Challenges

Five years ago, Strophe came to the decision that their time, expense, and billing processes were in need of improvement.

"Prior to OpenAir, time tracking was a bloody nightmare," said Provencher. "Our people were always late on their submission and this lead to more and more errors."

Similarly, the organization's billing cycle ran every 6-8 weeks which greatly hamstringed their cash flow.

"With business in Canada and the United States, keeping track of transactions in multiple currencies can be a real bear," said Provencher. "Before OpenAir, we had to convert exchange rates manually which obviously lead to miscalculations."

The Solution

As a testament to the value that OpenAir provides Strophe, the organization continues to utilize the system although they have cheaper alternatives.

"We are a Microsoft Great Plains reseller and this relationship provides us with the opportunity to use Microsoft time and expense for free," said Provencher. "However, our OpenAir instance is working so well and is relatively inexpensive that we do not want to change."

Given that the system virtually pays for itself through the control that it provides, Strophe is adamant in their decision to continue their use of OpenAir.

OpenAir's best-of-breed multi-currency functionality provides multi-national organizations with the necessary tools to conduct international business. Real time and historical exchange rates guarantee that the correct rate is applied to every transaction in the system.

With consultants constantly on the road, absolute accessibility was required from Strophe's PSA system. OpenAir provided the perfect balance of access and security. "Our consultants love the fact that they can enter their time and expense figures from anywhere," said Provencher.

"It has really made their jobs a lot easier and allows them to focus entirely on our clients." OpenAir is accessible from any internet connection as well as from many mobile and hand-held devices including Palm, iPhone, and BlackBerry.

An offline client also allows for the entry of time and expense while away from internet connectivity. With effective role based visibility, OpenAir also ensures that each employee only has access to the information that they are required to view.

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