

“We made the move from Quickbooks to FinancialForce Accounting and have never looked back. We can now see up to date financial data at the push of a button and our pay cycle is much quicker.”

Scott Trivasos, CFO, Blue Shield of California Foundation

Success Story

Blue Shield of California Foundation (BSCF), an independent member of the Blue Shield Association, is a not-for-profit health plan dedicated to providing Californians with access to high-quality health care at an affordable price. Its pledge is that if it earns more than two percent net income in any year, it will return the difference between what is earned and the two percent to its customers and the community.

BSCF decided that it was time to upgrade the existing accounting system because of the limitations it placed on the business. “We had been using Quickbooks and decided we needed a more sophisticated system,” says Scott Trivasos, CFO. “Networkability was poor and there was no systems integration. All new staff members had to learn the system from scratch which was a drain on valuable resources. Our ambition was to leverage a cloud platform so that we could build a single apps infrastructure to support the organization, and Force.com proved itself by far the most mature platform. We could see that FinancialForce Accounting delivered the features we needed and the native integration with Salesforce CRM made it a no brainer. We were very quickly able to use a FinancialForce Accounting dimension to link to our contacts in Salesforce. This has enabled the Accounts Payable process to become more efficient saving us at least one day every pay cycle”.

A native Force.com application strategy also provided other efficiencies for BSCF. Previously, if a finance department employee was absent for any reason without prior planning, the accounting department would grind to a halt. Having FinancialForce Accounting and Salesforce integrated on one platform means employees can solve bottlenecks remotely so nothing gets held up. “We have also been able to put extra controls in place,” continues Scott. “Our AP Clerk is able to make an entry into a journal, but not able to post, for example. This allows us to approve everything before it enters the system and massively reduces the potential for errors.”

Another major improvement has been in reporting. Using Quickbooks, BSCF had to wait for monthly financial reports and never had an accurate real-time view of financials. Dashboards built into FinancialForce Accounting give an at a glance view of financial data whenever it is needed which has a massive impact on both reporting and planning. “We can post reports from FinancialForce Accounting into salesforce.com and share with senior executives any updates easily and clearly because the

Customer Profile

Company:

Blue Shield of California Foundation

Application:

FinancialForce Accounting

URL:

<http://blueshieldca.com/>

Company Size:

Medium business

Industry:

Not For profit/Healthcare

Results:

- The cloud and Force.com are delivering significant improvements
- Single application infrastructure with Salesforce CRM and FinancialForce Accounting in a single system
- Time to complete pay cycle reduced
- Dashboards give quick snapshot of up to the minute performance and financial data

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executives are used to working with the Salesforce CRM system on a daily basis, says Scott.

“In addition, we are saving more time on the training side as any new staff coming into the company can be trained by multiple co-workers instead of just the one or two that were familiar with the old accounting system,” says Scott.

“We made the move from Quickbooks to FinancialForce Accounting and have never looked back. We can now see up to date financial data at the push of a button and our pay cycle is much quicker. Moving to the cloud and specifically Force.com, we are more agile and responsive and in a better position to push the organization forward. The best thing about FinancialForce Accounting has been the ability to automate workflows and get to our goal of a paperless office with one system. We are about 80 percent there and once we add the native Professional Services Automation (PSA) app from FinancialForce.com we will be working from a single cloud system, paperless and with the ability to work remotely while meeting all of our auditor’s requirements.”

BSCF is already finding significant benefit but the addition of salesforce.com’s social networking application, Chatter, is further improving efficiency and effectiveness. Chatter is a great repository for BSCF to answer questions and easily search topics. “I can check in while travelling or working from home like you would with twitter and approve something that would previously require me to come into the office, “ added Scott. “Additionally, the benefit of having Chatter tied to all of our projects/invoices allows us to be more organized – we don’t have to dig through emails or paper to find out the history on a particular departmental topic because it’s already archived via Chatter.”

“FinancialForce Accounting allows us to use Salesforce workflow. We have built in a dual approval system as part of our AP process which keeps our auditors happy.”

“FinancialForce Accounting allows us to work remotely, seamlessly and meet our auditor’s full requirements.”

“Because FinancialForce Accounting automates the whole accounting process, it allows certain controls to be put in place which reduces the potential for manual errors and save us a lot of time.”

“Because of salesforce.com, FinancialForce Accounting and chatter, our soft close has gotten much faster. It also improves our efficiency; we spend less time in transactions and more time in strategic analysis and value added work.”

“Prior to FinancialForce Accounting distributing financial reports was not an easy process. The ability to quickly and easily communicate the state of financials with our senior executives via the salesforce portal is invaluable.”