

“FinancialForce Accounting has enabled us to manage a 48% revenue increase in a year without adding headcount. Our old system wouldn’t have been able to cope with this level of growth.”

John Hindson – Head of Finance and Administration, BuildIT International

Success Story

Formed in 2006, with offices in both the UK and Zambia, BuildIT International is a not for profit organization. Its mission is to create new opportunities for people to earn a living through an environmentally sound approach to building essential housing and community facilities.

BuildIT International chose Salesforce CRM because of the significant cost savings offered to non profit organizations under the Salesforce Foundation. It quickly became clear that the system could deliver significant benefit and that more benefit could be derived from integrating systems on the Force.com cloud computing platform. They decided to move their accounting system from Quickbooks Pro to FinancialForce Accounting after a thorough evaluation which showed that it met their main criteria. “We needed a system that supported our multi-currency requirements,” says John Hindson, Head of Finance and Administration. “It is also critical for any organization in the charity sector to be able to cope with restricted funds. In other words for legal and ethical reasons we have to be able to ensure that donations made for a particular project are spent on that project. FinancialForce Accounting offered us all these things.”

Because BuildIT International’s operation is spread between Africa and the UK, a cloud based system was the logical option. A lot of time is spent travelling around the countries raising funds, and having instant access to information is a huge advantage. “I work part time and spend a lot of time on trains,” continues John. “FinancialForce Accounting enables me to access financial information and to address queries raised from our Zambia office from wherever I happen to be. Things just seem to flow in a way they didn’t before.”

Having the CRM and Accounting applications running on the same Force.com platform offers a number of efficiencies. “We are able to track building project costs over the project’s lifetime and manage restricted funds for each project along with details of the donors,” says John. “This is extremely important to an organization like ours. If we have a project query we need to raise with our Zambian office, we get a quick response every time. Also, because our staff were familiar with Salesforce CRM, training them on FinancialForce Accounting was easy. I only had to spend one and a half weeks in Zambia saving valuable time and travel expense.”

Customer Profile

Company:

BuildIT International

Application:

FinancialForce Accounting

URL:

www.builditinternational.org

Company Size:

Small Business

Industry:

Not for Profit

Results:

- Remote workers can access financial information from anywhere
- Supports rapid growth without adding head count
- Ability to report in Zambian and UK currencies

“Whether we’re in Africa or the UK, we can access our CRM system and financial data at the click of a button.”

Success Story

The biggest area where BuildIT International has seen cost and time savings is reporting. “With Quickbooks reporting was single currency which caused a lot of problems for the accounting team in Zambia, a separately registered office,” says John. “By being able to report in both currencies either together or on separate reports we save time and are able to see deviations due to exchange rate fluctuations. We are also able to break reports down by various dimensions set up in FinancialForce Accounting such as project, project phase and country, which has been invaluable.”

FinancialForce Accounting is also used to help produce management and statutory accounts which are important in securing donations, the lifeline of the business. “Having good financial systems in place we have been able to cope with a challenging level of growth, which we wouldn’t have been able to do with our previous system. I am confident that FinancialForce.com will continue to meet our needs as we expand internationally,” concludes John.

“Training our accountant in Zambia took just 1 ½ weeks, minimizing the time I needed to spend there and reducing travel expenses significantly.”

“We can now report in multi-currencies which we couldn’t do with Quickbooks Pro. This saves valuable time and makes it easier for us to secure critical donations.”

“The time saved dealing with queries from the Zambian office and in producing reports, means that I can now focus my time on using the information to aid decision making and forward planning.”