



“With FinancialForce Accounting our small team is able to work remotely and management has instant visibility into company finances. Invoices are now generated automatically saving us valuable time which has enabled us to reduce our headcount”

**Jev Bjorsell** – Business Development, Shipco Circuits Ltd.

## Success Story

Shipco Circuits Ltd is Ireland’s longest established Electronics Manufacturing Service provider. Established in 1975 it has a long and rich history of manufacturing Printed Circuit Boards (PCB’s), and as economic times have evolved, so has Shipco Circuits Ltd. Today the team specializes in the manufacturing and supply of PCB services for the European market. Shipco Circuits helps clients develop and purchase PCB’s without mistakes, in a timely manner and at unbeatable prices.

Shipco was aware of Salesforce and FinancialForce.com and the many benefits that integrating on the Force.com platform can bring. This knowledge along with the limitations of the existing Sage Line 50 system made the decision to move to FinancialForce.com an easy one. “We were increasingly finding the need to work remotely and needed a financial system that could link to our other systems to support this,” says Jev Bjorsell, Business Development. “I had seen the virtues of the cloud in my previous role and knew that this was the right direction for Shipco.”

Using Sage for Accounting and a separate ERP and order management system running on premise meant that systems were disjointed leading to copious amounts of paper work, fragmented data and no single version of the truth. “The main problem,” continues Jev “was that the volume and complexity of products being shipped every day meant that generating invoices between systems previously had to be done on a batch basis. This made it very difficult to get instant access to figures and AR issues could often only be resolved after the fact, rather than before products were shipped.” With Salesforce and FinancialForce Accounting, producing customer and supplier invoices is an integrated part of the process, saving significant time and reducing errors. “We cut one full time employee, which was 40 hours a week. That person did more than just billing and AP” says Jev. “It’s about a 30% reduction in workforce across all functions. The time between delivery and billing is now zero, where previously it was anywhere between 1 and 14 days which had a massive impact on cashflow.”

Another significant improvement since moving to FinancialForce Accounting has been in reporting. Prior to FinancialForce.com, nobody in the business had a real-time accurate view of finances. “With FinancialForce.com we now have a real-time view into our AP and AR, as well as the ability to forecast our expenses, allowing us to be far more sophisticated in our cash management.”

## Customer Profile

**Company:**

Shipco Circuits

**Application:**

FinancialForce Accounting

**URL:**

<http://www.ship.ie/>

**Company Size:**

Small Business

**Industry:**

Electronics Manufacturing Services

**Results:**

- Remote workers can access financial information from anywhere
- Supports growth without adding head count
- Instant visibility into finances flagging any issues
- Billing and Payables integrated into daily workflow

## Success Story

“My belief in FinancialForce Accounting can be seen by the fact that we have invested more money in implementation than our existing system was costing at a difficult time. Our staff, who were not familiar with Salesforce, have had to start from the beginning which has been another huge leap of faith for us,” says Jev. “Thankfully they have embraced the changes. We know that as we grow this investment will become cost effective. We are looking to move everything onto the Force.com platform including an online payments system, and are very excited about the future of the company.”

“With FinancialForce.com being built on Force.com, all work happens on this platform eliminating the need for trivial questions and redundant emails, as the information is at everyone’s finger tips. The communication that does happen is richer, more meaningful and more valuable to the organization.”

“Staff can now instantly see any AR issues and deal with them proactively which has resulted in a 30% reduction in collection reminder calls.”

“Generating invoices between Sage Line 50 and our order system previously had to be done on a batch basis which was draining on resources, prone to error, and resulted in disjointed data. With FinancialForce.com invoices are produced inline which has had a huge impact on the business.”

“Through my previous experience with Salesforce and FinancialForce.com I was able to see the huge benefits moving to the cloud and particularly Force.com could bring for Shipco.”