

“FinancialForce Accounting is not just embedded within the Salesforce CRM, it also integrates smoothly with other critical path applications”

Scott Johnson, Co-Founder, All Traffic Solutions

## Success Story

Located in Pennsylvania, All Traffic Solutions is the traffic safety division of Intuitive Control Systems, LLC. It is a small business currently employing around 20 people and develops traffic safety equipment including radar speed displays and variable message signs used for communication to the public and by planning and law enforcement authorities for traffic intelligence. Since its move into the traffic arena eight years ago, All Traffic Solutions has consistently shaken up the market by introducing new innovations including the portability of equipment, making it easier to use in more places. Its multi-use tools provide customers with value for money and the company has made a name for itself as a technology innovator.

Scott Johnson, co-founder of All Traffic Solutions explains how the company approached a move to cloud computing. “Our first step into the cloud arena was with our product line. We could see that the typical benefits cloud can deliver including its immediacy and low impact would benefit our customers so we began to revamp our product line. We have very successfully taken a traditional hardware product and developed that into a cloud accessed fleet of equipment that combines the latest advances in technology with functionality only possible using web-based products. It was at that point that we decided to migrate everything to the cloud so that the business and its product line could leverage the same benefits from rapid innovation, and the low impact on IT.”

All Traffic Solutions is pure Software as a Service now and prides itself on being an early adopter of cloud computing. “There was a lot of convergence going on at the time and it was a better strategic move for us to go all in,” explains Scott. “We started looking at Salesforce.com for CRM around six years ago long before the Force.com cloud platform was developed. Even then, they delivered the best solution for CRM despite having a more narrow solution. It was only after Force.com and the AppExchange were launched and began attracting leading edge applications that we felt it could offer us a solution right across the business. ERP in the cloud so to speak.”

## Customer Profile

### Company:

All Traffic Solutions.

### URL:

[www.alltrafficsolutions.com](http://www.alltrafficsolutions.com)

### Company Size:

Small business

### Industry:

Hi-Tech Manufacturing

### Results:

- Move to pure cloud infrastructure delivers flexibility and platform for growth
- Designer ERP on Force.com incorporating market leading cloud apps & custom development
- All transactions connected to general ledger and customers in Salesforce CRM

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The Salesforce AppExchange provides the application plug-ins that All Traffic Solutions required from one database in the cloud which was a big change compared to the traditional on-premise enterprise IT set-up that the company had been working with. Scott and his team realized from an early stage that they would not achieve their goals if they only moved pieces of their enterprise to the cloud. Instead, they waited for the opportunity to move finance, CRM and everything in between. They view their cloud infrastructure as a platform for rapid growth, currently growing at 20% annually with that growth expected to increase.

“We expect the efficiencies that FinancialForce Accounting delivers to increase dramatically as we scale up,” says Scott. “It gives us the ultimate flexibility so we can pull people in as required, change workflows, and add applications. The main thing we have learned is that the applications that are going to be successful on Force.com need to integrate with any number of applications, not just Salesforce CRM. Then Force.com enables relatively easy custom development for any niche applications that we need to run the business. That’s a huge benefit. We have the best applications to support our business and for anything else, we can build the best applications for us.”

Moving to the cloud was a no-brainer for All Traffic. They knew instinctively that they didn’t want to be distracted by anything that wasn’t key to business success. Cloud removes any IT distractions while supporting them exactly. Scott has implemented Ascent applications across engineering and manufacturing, Salesforce CRM and FinancialForce Accounting as well as undertaking some custom development and sees their IT infrastructure as designer ERP. “Of course we thought long and hard about when was the right time to move to the cloud and this far we feel we have made all the right decisions. FinancialForce Accounting has proven itself as a great fit for the financial piece to our puzzle. We often get asked about security concerns, but our thinking is that the Force.com platform can bring to bear some higher capability specialists when it comes to data integrity and security than I could because that’s not my business. The same level of risk exists as before, it’s just a different type. We have bills of material to keep track of as well as inventory and assembly to be concerned about. We’re confident the Force.com platform will keep us at least as secure as we were before.”

In conclusion, Scott says: “We have come a long way. Many of our previous on-premises systems were clunky, patched together, and rigid – and that’s what we needed to fix. All transactions and values are now connected to our general ledger and that automatically relates to customers in our CRM system. We are growing without silos developing in the business and have purposefully structured ourselves to prevent silos. This means we are perfectly placed to rapidly grow and innovate and serve our customers well into the future.”

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