

“FinancialForce Accounting and Chatterbox have given us a better understanding of customers and a better managed new sales process.”

Simona Foschi, Account Manager, Mantala

Success Story

Established in 2006, Mantala helps companies improve business control and performance, providing technology for audit and risk management, data analysis, GRC, fraud prevention and detection, and resource and time management.

Mantala chose to replace its home-grown finance system with FinancialForce Accounting because of the benefits it felt a single cloud platform strategy would bring. The company was already using Salesforce CRM, and required better forecasting and reporting capabilities, as well as an application that would integrate seamlessly with all of the business’ applications. “At this time, the finance department was very separate from the rest of the business,” says Simona Foschi, Account Manager at Mantala. “Of course they would answer queries from the sales teams and other areas of the business but there was no pro-activity and collaboration, and critical performance-related data was difficult to get hold of.”

By basing its business operations on the Force.com cloud computing platform from salesforce.com, Mantala benefits from a high level of flexibility, security, excellent service performance, ease of use, better resource and cost management, and true integration between apps. “We have true financial and sales insight into the business now,” adds Simona. “New sales cycles are better managed and there’s more awareness of financial issues as soon as they arise, so a resolution can be found quickly. Finance is able to analyze a vast amount of data and provide reports that help sales identify key business opportunities and common patterns in our customer base.”

Management teams at Mantala were excited when they heard about the launch of Chatter from salesforce.com and felt that they would see huge benefits in stronger cross-departmental collaboration. The company promotes a very open environment for its staff and Chatter fits that mindset perfectly. Simona says that Chatter very quickly changed the way that staff at Mantala work. “We are always looking for ways to help staff collaborate, share and learn from each other,” she says. “We use Chatter to share news and to keep each other up to date on the latest company and customer developments. Chatterbox from FinancialForce.com has made it even more intuitive by providing proactive, automated alerts to staff based on scenarios they define.”

Customer Profile

Company:

Mantala

URL:

www.mantala.it

Company Size:

Small

Industry:

High tech

Results:

- Company staff are able to effectively manage opportunities using Chatterbox proactive alerts
- Better management of sales opportunities across the business
- Bottlenecks removed and leads-to-invoice process runs smoothly

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Using Chatter and Chatterbox, staff are encouraged to make use of the applications, as the benefits are very quickly realized. They have timely access to information that impacts them - despite it being held by another department. "We think that's powerful," Simona says. "Before this kind of collaborative technology, some information would likely never be passed on or uncovered by the people that need to know or not until it was too late. This way, problems are averted, staff are always up to date and customer issues are resolved without issue. Better customer service and a better working environment. Sales can better manage opportunities, thanks to relevant information provided by finance, without bottlenecks or time-consuming manual activities."

Mantala has found that its customer service executives have gained a better understanding of customer needs and issues, by having access to data from all departments - including outstanding payment issues. The company's customer service and technical support agreements are based on a number of Service Level Agreements that have to be met, some of which impact how much a customer is billed, for example.

In conclusion, Simona says: "We have increased efficiency company-wide by moving to a Force.com systems strategy. We are seeing significant cost and time savings, fewer inconsistencies and errors related to billing, and a big reduction in outstanding invoices. The invoicing process is much more fluid now that it is integrated with Salesforce CRM. We have closed the leads-to-invoice cycle. In addition, we have gained a complete view of our customer base that we can leverage to optimize customer service and improve our business."

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