

# “We replaced Sage and Excel with FinancialForce Accounting and now sales and finance share accurate customer intelligence”

Lucy Mills, Product and Partner Manager, Nimbus Partners

## Success Story

Nimbus provides Business Process Management (BPM) software and proven implementation methodology, training and consulting services to clients globally from its 10 offices around the world and through its certified partners.

Nimbus selected and implemented FinancialForce Accounting in April 2010. The company had previously relied heavily on Excel, conducting what Lucy Mills estimates at 65% of their critical accounting in Excel spreadsheets, 35% in Sage Line 50 and only around 5% using the customer information contained in Salesforce CRM.

“We didn’t share information apart from what was contained in some Excel spreadsheets,” says Lucy. “Sales would only see around 10% of the data they needed and that’s if they could make sense of the massive Excel sheets and assuming the data was accurate. Each department was capturing the same information at different points, so Sales would raise a new opportunity and a purchase order. If those matched and often if they didn’t, Finance would raise an invoice and add it to an Excel spreadsheet. The Word version would be scanned and posted into our Sage accounting system and then we would update Salesforce CRM manually. Now all we have to do is to check that the opportunity matches the invoice and click a button.”

Lucy says that the process of moving to cloud accounting and centralizing its systems on Force.com, has shown Nimbus that there is no need to keep the sales teams away from financial data on the whole. “Our sales teams can see where consultants are working, what work they are doing and have completed, whether that work has been invoiced and paid for, and can work with Finance to resolve any payment issues,” she says. “They are benefiting from having additional intelligence and customer service has improved as a result.”

FinancialForce Accounting gave Nimbus an opportunity to shake things up in the finance department and understand where their pain points were. Processes have been mapped and as a result the accounting team transition off Sage has been straight forward and very rewarding.

As a UK based company, one of the challenges Nimbus faces is accounting and reporting in dual currencies. This was not possible in Sage but is something FinancialForce Accounting is designed to manage. Deferred revenue accounting

## Customer Profile

### Company:

Nimbus Partners

### URL:

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

### Company Size:

Medium sized business

### Industry:

Hi-tech:

- Financial processes and invoice creation automated and instant.
- Errors associated with spreadsheets are a thing of the past. Reporting is enhanced and accurate through use of a single Force.com system.
- Sales teams are benefiting from access to information they didn’t have before.

“Invoices used to take us around 45 minutes to produce. Now we click a button in the Salesforce Opportunity and it’s done.”

## Success Story

was another process that Nimbus couldn't manage easily before but one that is automatic with the new system. Software is sold in different cycles and so revenue recognition was required incrementally over different financial periods. Sales targets were based on revenue recognized and banked and therefore it was vital the data was accurate. However, Nimbus was forced to keep the financial data in Excel which wasn't maintainable. Using FinancialForce Accounting, Nimbus can apply schedules against multiple products in an invoice and cut and dice the data in any way they want to produce reports.

Another benefit to Nimbus is the ability to automate annual customer maintenance and support renewals. They have built a workflow in Salesforce so that a 90 day notice is sent to customers automatically, then they will receive a 60 day quote and at 30 days, the maintenance administration team will be prompted to contact the customer by phone. Revenue collection for maintenance is consolidated in the system so that all customer licenses are accounted for meaning only a single invoice and payment is required.

"We knew that we wanted to build our data into our existing Salesforce structure," says Lucy. "We have certainly achieved this with around 95% of our operations running through the Salesforce and FinancialForce systems. We have accomplished our goal of eliminating duplication of data as much as possible and feel we are massively more efficient as a result. We used to spend around 45 minutes just producing an invoice and now it takes seconds."

“The benefits from replacing Sage were immediate. We have confidence in our numbers and Sales and Finance share responsibility for the integrity of that data.”

“Sales and Finance are benefiting from sharing the same customer pipeline detail. It seems madness that they didn't have access to this information before.”