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- Susan Randal, Finance Manager, Wi-Fi Alliance

Success Story

In 1999, several visionary leaders joined to form a global non-profit organization called the Wi-Fi Alliance, with the goal of driving adoption to a single worldwide standard for high-speed wireless networking.

The Wi-Fi Alliance began migrating to the Salesforce.com platform in 2008 since they wanted a comprehensive contact database for membership and recruitment purposes. To get to a single database they had to consolidate the three sets of existing databases they already had, which in turn required that they consolidate their accounting database.

FinancialForce Accounting Complements Membership Model

They selected FinancialForce Accounting because the robust accounts receivable module seemed a good fit for the organization’s membership model – which collects \$6 million in annual membership and certification fees. “FinancialForce Accounting’s general ledger and accounts payable features rounded out the functionality we needed to make a substantial upgrade to our processes,” said Susan Randal, Finance Manager at Wi-Fi Alliance. “We also really like the dimension capabilities that allow Wi-Fi Alliance to track expenditures for tax and fund accounting.”

Immediate Efficiencies for the Business

The payoff for using FinancialForce.com was immediate in terms of efficiencies and empowerment:

1. The membership group was able to get an early start on its 2010 drive and generate membership invoices directly from the opportunities used to identify and track recruiting.
2. The organization moved to the second phase of implementation which involved producing a massive quantity of invoices associated with certification activity. The information is sent from the certification system and is turned into invoices without any errors.
3. Improved processes are more efficient; for example the certification group does not have to generate reports for the accounting dept, they are done automatically.
4. Staff are empowered to produce their own reports easily based on the data accumulated at the opportunity level, versus waiting for accounting or technical support.

The next step of the process is to integrate the Wi-Fi Alliance certification system into Salesforce. Once this takes place, invoice generation will be automated to occur when the certification documents are distributed. This will improve the information and cash flow measurably.

As the Wi-Fi staff continues to utilize the features provided by FinancialForce Accounting, the benefits continue to multiply. “We like the internal control features, which provide huge benefits to cash-constrained organizations – and let’s face it which company ISN’T cash sensitive these days,” added Susan. “And finally, the scalability is there – FinancialForce.com grows with us, and can support our growth indefinitely into the future. That’s critically important for an organization like ours that exploded 61% in certification activity between this year and last!”

Customer Profile

Company:
Wi-Fi Alliance

URL:
www.wi-fi.org

Company Size:
Small Business

Industry:
Trade Association

Results:

- Invoicing errors eradicated
- Time and effort saved with the automation of Accounting processes
- Staff is empowered to make decisions based on accurate accounting data at the opportunity level
- Supports future growth without incurring associated costs
- Better control over finance processes and cash
- Scalable application that supported 61% increase in certification activity
- Real-time reports and invoices speed up processes & avoid errors
- Comprehensive contact database integrated with finance