Sage Intacct's intuitive design wins over Ground Control

Sage helps consolidate different systems under one roof, giving group-wide insights to tech solutions outfit
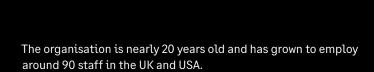
"Thanks to Sage Intacct, our month-end timeline has been reduced by nearly 50%. What once took us around 11 working days from month-end to finalising results now takes us around six days."

Steve Smith
CFO, Ground Control

Ground Control Technologies is a leading Machine-to-Machine (M2M) and Internet of Things (IoT) managed service platform provider. Its solutions help to control substations, dams, pipelines and more, using a combination of satellite communication networks, voice and big data solutions, and device management platforms.

Ground Control provides market leading solution design and support to around 4,000 customers in more than 100 countries. The organisation serves several sectors, including utilities, oil and gas, renewables, maritime and aviation tracking, and emergency response.

The organisation is nearly 20 years old and has grown to employ around 90 staff in the UK and USA.

Key outcomes:
- Seamless integration with existing business processes, including Salesforce.
- Level of debt at 60 days or more reduced to record low.
- Month-end timelines reduced by nearly 50%.
- Recruitment of more staff no longer needed to meet company's growth trajectory.
- Faster decisions with real time financial insights.
- Manual inputting replaced by automated system.

Company
Ground Control

Location
United Kingdom

Industry
Telecoms

Sage Products
Sage Intacct

About Ground Control
Ground Control provides market leading solution design and support to around 4,000 customers in more than 100 countries.

Integration with company-wide systems
One of Ground Control's main requirements was a financial management system that could easily slot into its day-to-day business processes. The organisation was already using Salesforce and an inventory management system called Unleashed, and CFO Steve Smith wanted something which could bring all of these together.

The system had to meet the requirements of the organisation today, while offering the flexibility to scale with any new acquisitions in the future. With bases in the UK and the US, Ground Control also wanted a financial platform they could operate across multiple locations and in different jurisdictions.

Researching solutions
Steve says that the company had looked at a number of solutions, but none of them were able to handle the volume of monthly transactions that Ground Control was used to. A lot of the alternatives also had a higher price tag but without any obvious benefits.

"Sage Intacct not only met our integration needs, it was also the right blend of functionality and price for us. It was in the sweet spot we were looking for," says Steve.
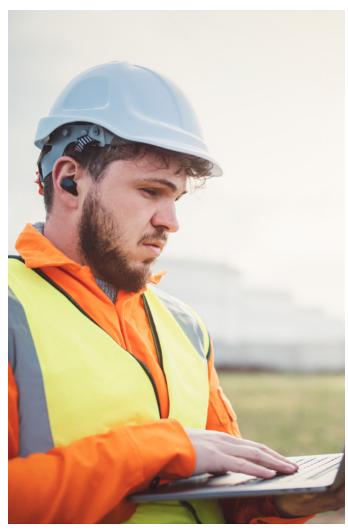
"The bespoke nature of our billing system, as well as our group-wide use of Salesforce and Unleashed, meant we weren't on the lookout for an ERP. We wanted a best in breed finance solution that would integrate as seamlessly as possible, and our research and references pointed straight to Sage Intacct," he adds.

Seamless delivery by Sage
When it came to implementing Sage Intacct, Steve describes the process as "outstanding", highlighting the level of service he received from the Sage team when compared to other providers in the past. "We are a small business in the scheme of things, and we had much more interaction with Sage on this product than we did from any of the other providers," says Steve. "The combined knowledge of the product and ability to deliver solutions to any problems we encountered made the delivery seamless," he adds.

Steve adds that once Sage Intacct was implemented, it also worked easily with the other systems in place. "Intacct was incredibly easy to integrate with Salesforce out of the box. It was pretty much plug and play, and required very little customisation of the interfaces of each system," he says.

Ground Control can now unify and streamline process since implementing Sage Intacct.

Intuitive real-time reporting

After a smooth implementation process, Ground Control was able to unlock time savings and inform decision-making thanks to the platform's intuitive user design. Steve would previously ask one of his team to run a report, but now he can get the information he needs himself, saving time and helping him to make faster decisions.

"There wasn't a single thing that I couldn't navigate to or find myself, even with very little training. It's just so intuitive to find the data that I need," says Steve. "The team also finds it really easy to use. They can pull data out of Intacct and analyse it in whichever way they need to. We've also found the time it takes to process a report is much lower than previous solutions we've used," he adds.

This ease of use has meant they can get real-time reporting on different expense and revenue lines for instant flash results — and not just for a single entity at a time.

Money owed reduced to record low

Ground Control also wanted to improve their credit control. As a result of using Sage Intacct, this level of debt has been reduced to a record low.

"Thanks to improved accuracy and easy integration with our Salesforce and Creditsafe systems, Sage Intacct has helped us reduce over 60 days debt from 24% of total money owed down to just 9%," states Steve. "I'm ultimately responsible for whether our customers are paying us or not, so being able to see exactly what position we're in at any given time is invaluable."

Sage Intacct has also enabled the company to speed up its financial reporting which has made a noticeable difference when it comes to their month end. "Thanks to Sage Intacct, our month-end timeline has been reduced by nearly 50%. What once took us around 11 working days from month-end to finalising results now takes us around six days," says Steve.

The time savings are about to be even greater though. Until now, Sage Intacct has been live for about two thirds of the organisation, as part of the first phase rollout. When Ground Control introduces it to the rest of the group, Steve expects Sage Intacct's consolidation module to save a further two days for each month end.

Time saved converts to money saved too

As well as the obvious time savings that Sage Intacct will provide Ground Control, the new system means they won't need to employ more people to meet the company's growth trajectory over the next 18 months.

"As a team we were stretching our resources. But the implementation of Sage Intacct is allowing us to streamline, simplify and harmonise processes in such a way that we won't need to invest in additional headcount to manage our expected growth," he says.

Sage

"I would recommend Sage Intacct to any company that shares our needs in terms of having a platform that caters for jurisdictional complexities and one that can work well alongside other platforms such as Salesforce."
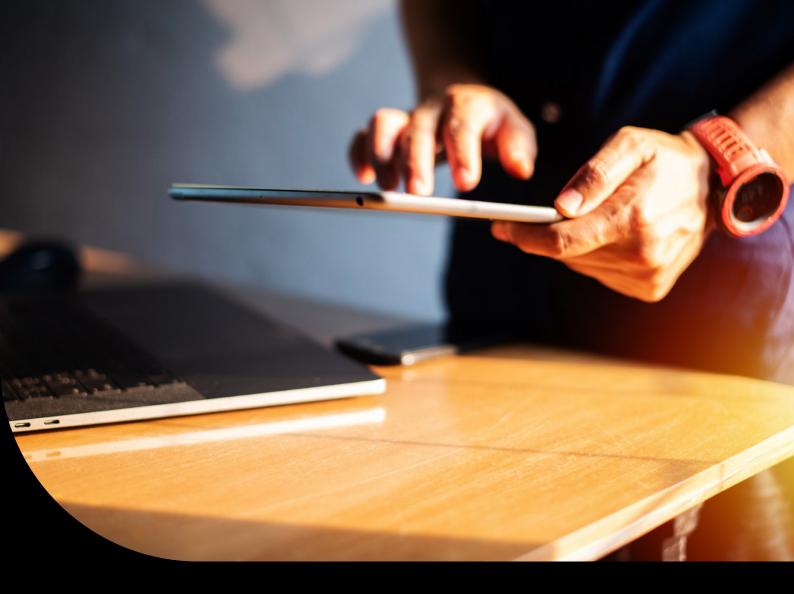
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CFO, Ground Control

Looking ahead

Steve plans to make even more of having Sage Intacct and the company will soon begin using it for revenue recognition, with the aim of automating processes that currently require manual work.

"We have long term contracts with our customers, so we're looking to save even more time by using the revenue recognition module. At the moment, we do revenue recognition manually by running a report of closed purchase orders that haven't been invoiced. Once we have Sage Intacct automating this for us, it'll save us around a day's work every month. The faster revenue recognition will also help us to reduce missed cash flow," says Steve.

Finally, would he recommend Sage Intacct to other companies like Ground Control? "Wholeheartedly," says Steve. "I would recommend Sage Intacct to any company that shares our needs in terms of having a platform that caters for jurisdictional complexities and one that can work well alongside other platforms such as Salesforce. Sage Intacct is flexible enough to be as simple or as complicated as you need it to be," he concludes.

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