

Success Story

In pursuit of business efficiency and reliable financials

Traction on Demand

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Corinne Hua

CFO, Traction on Demand

Company overview

Based in Vancouver, Traction on Demand is one of North America's largest dedicated Salesforce consulting and application development partners. Traction on Demand supplies professional services and develops innovative cloud technology solutions and applications for North America's largest and most influential brands, as well as hundreds of small and medium-sized companies.

Traction on Demand was acquired by salesforce in 2022.

Executive summary

Previous software:

- Intuit QuickBooks

Results with Sage Intacct

- Insights and scalability amid 200% revenue growth in recent years.
- Monthly invoicing accelerated by 60%.
- Cash forecasting accuracy improved from 10% to 3%.
- DSO cut from over 50 to 42 days, opening new cash flow.



Sage

Company

Traction on Demand

Location

Vancouver, Canada

Industry

Technology and Software

Sage Products

Sage Intacct





In pursuit of business efficiency and reliable financials

Traction on Demand, one of North America's largest dedicated Salesforce consulting and application development partners, has grown its revenue 200% in the past three years while expanding its workforce from 150 to nearly 500 employees. That rapid growth brought new business complexity to Traction on Demand, which has handled more than 4,700 Salesforce implementations for customers. It was time for the Vancouver-based company, named several times to Deloitte's Technology Fast 50 and Fast 500 lists, to step up to an agile financial management platform that could deliver the scale and visibility the business needed.

Data disconnects between QuickBooks and Traction on Demand's own Salesforce system meant a high manual workload for the finance team. Two full-timers needed 24 hours over three days for routine invoicing because of double data-entry between QuickBooks and Salesforce for routine invoicing, leaving little time for higher-level strategic work that could benefit the business. Worse still, the company lacked a single source of reliable data across multiple systems and eight business entities, including offices in Houston, Montreal, and Toronto. Managers debated whose numbers were correct rather than making informed, data-driven decisions.

"Lack of integration caused a lot of manual work for my team," said Corinne Hua, who spearheaded a move to cloud-based accounting and finance upon joining Traction on Demand as its CFO in September 2015. "It was impacting the business because our applications were siloed and we didn't have consistent data in our systems," Corinne said. An upgrade to Sage Intacct solved those challenges while delivering groundbreaking efficiency and insights. And it's helped Corinne achieve her goals of transforming the finance team from back-office number-crunchers into a true strategic partner to the business.



Sage Intacct has helped Traction on Demand achieve the goal of transforming the finance team into being true strategic partners to the business.

Faster and smarter with integrated financial management

Traction on Demand evaluated NetSuite, Microsoft Dynamics GP, and other products before selecting Sage Intacct. Sage Intacct's strong revenue recognition capabilities, contracts module, out of box Salesforce integration, cloud platform, and product roadmap were top considerations. Plus, an open API that would make it easy for Traction on Demand to build custom integrations between Sage Intacct, Salesforce, and other applications was a key differentiator. "Sage Intacct has a great API that's very current and easy to leverage, and integrations with best-of-breed solutions are very important to our success," Corinne said, noting the selection involved both business and IT decision-makers. "We knew that Sage Intacct could meet all of our financial needs," Corinne said.

Traction on Demand's finance team is today running far faster and smarter than before. Sage Intacct integration with Salesforce, based on Dell Boomi's cloud integration platform, has eliminated manual work, streamlined processes, and ensures a consistent set of business-ready, real-time data. For instance, contracts that start in Salesforce integrate bi-directionally with Sage Intacct and a FinancialForce professional services automation (PSA) application. That's helped cut monthly invoicing time by 60%, from 24 to ten hours – despite growing volume. The monthly close has accelerated from seven to five days, even with the addition of multiple new entities since going live, while days sales outstanding (DSO) has dropped from more than 50 days to 42, opening additional cash flow.

Cash forecasting accuracy has improved markedly, from about 10% to 3%, providing new cash availability insights for hiring and other growth initiatives. "Because of our integrated solution, we're able to forecast our cash with a fair bit of precision, and that's pretty phenomenal because cash is one of the hardest things to forecast," Corinne noted. And Traction on Demand is seeing new process automation efficiencies by integrating Sage Intacct with an Anytime Collect AR application, Adaptive Insights for planning and forecasting, and Avalara for sales tax automation. New apps in the pipeline for HR, payroll, and time and expense management will connect with Sage Intacct as well.



Transformation into a strategic business partner

Extensive use of Sage Intacct dimensional reporting, and dashboards reflecting key metrics, has elevated visibility across the business. For instance, personnel can now track performance vs. targets, as well as progress toward bonus payouts. That's proved to be a powerful incentive. "What's awesome is that in recent quarters we've consistently hit or exceeded our targets because everyone's working toward the same goal," Corinne said. "You want to measure what matters to people, and Sage Intacct helps us do that," Corinne said.

Using Sage Intacct as the system of record in a best-of-breed environment has also had a big impact on decision-making. With reliable data, Traction on Demand was able to make an informed decision to open a new office in India, helping address the IT talent shortage in North America. It's a wholesale turnaround from the QuickBooks days. "We're a very data-heavy company running the business on metrics, but before we'd argue over numbers," Corinne said. "Once we had Sage Intacct and integration across the business, the conversation immediately changed to, 'How do we make the right decision based on this information?'," Corinne said.

For Corinne, with two decades in finance leadership roles at technology companies, the greatest satisfaction comes from transforming Traction on Demand's finance function into a valued business partner. "I came in with a passion for finance to partner with the business and evolve into the new world of the CFO," Corinne said. "Our finance team has come a long way to become a strategic partner to the business, and Sage Intacct has been critical in that evolution," Corinne said. It's also shifted the mindset of finance team members, who used to measure success by how hard they could work. Now, it's about working smarter. As Corinne put it, "I'd rather us do great work and have a real impact on the business than be proud of the fact that we worked 10 hours a day for 10 days straight."

