

Greenlight Business Technology Solutions

– Professional Services for Dynamics AX industry software solution

OVERVIEW

CLIENT

Greenlight Business Technology Solutions, LLC

CUSTOMER PROFILE

Greenlight BTS is a leading Microsoft business partner providing consulting, implementation and support services for Microsoft's ERP software solutions.

BUSINESS SITUATION

Greenlight BTS was growing beyond the capabilities of their previous software system, and needed a more robust PSA solution to help them manage their services business.

SOLUTION

Greenlight BTS implemented the Professional Services for Dynamics AX industry software solution, which now serves as their core business management application.

BENEFITS

- Streamlined business processes
- Increased visibility over their projects
- Improved customer service levels

Background

Greenlight BTS is a leading Microsoft business partner providing consulting services, software implementation services, and technical support around Microsoft's ERP software applications. Greenlight was founded in 2005 by four long-time ERP software industry professionals, each bringing significant experience in implementing Microsoft's ERP software to meet their clients' needs.

As Microsoft has continued to rapidly gain market share in the ERP business and the demand for Microsoft-related consulting and implementation services has increased, Greenlight has seen significant growth in their professional services business. Today, Greenlight is recognized as a leading Microsoft partner, known for their strong business acumen, deep

technical skills, and unique ability to develop creative business solutions. Greenlight continues to follow a proven formula for success by attracting only the highest levels of talent and hiring senior-level consultants that offer extensive business expertise and unmatched knowledge of the software applications.

Situation

In the early stages of the company's lifecycle, Greenlight used disparate applications and spreadsheets to manage their business. However, as the organization grew in size and complexity, they began to encounter challenges in maintaining their efficiency levels.

"As we took on more and more client projects, and as our consulting resources became more geographically dispersed, it became more difficult to manage our business with our previous software tools", commented Brian Lounds, a Principal at Greenlight. "In our business, having visibility during the project planning process is critical. To be responsive to our client's needs and provide high levels of customer service we needed a project accounting and management system that gave us a comprehensive view of our ongoing projects and resource requirements."

Another key process within professional services firms like Greenlight is the collection and billing of project related time and expenses. "As with most services-based organizations, it is very important that we are able to quickly and accurately capture our consultants' project-related time and expenses, get them approved through the proper channels, and get the invoice out to our client. Each additional day that passes during this process has an impact on our cash flow."

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Brian Lounds

– Greenlight BTS

With the confidence that their business would continue to grow, Greenlight's management team decided that they must invest in a new business management system that could help them more efficiently manage their business and improve their visibility over their project activities.

Solution

After considering several options, Greenlight decided to implement the Professional Services for Dynamics AX software system. Professional Services for Dynamics AX is an industry-specific version of Microsoft's flagship ERP system, created specifically for project-based services organizations. "We were familiar and comfortable with the Microsoft platform", Mr. Lounds explained, "and we were confident that with Microsoft standing behind it, that Professional Services for Dynamics AX would be a viable long-term solution for us."

Dynamics AX is a flexible, easy-to-use software system that is widely known for its ease of use, its adaptability, and its low Total Cost of Ownership. Greenlight now uses Professional Services for Dynamics AX for their Financial Management, Project Accounting, and Time & Expense management functions.

Benefits

The solution provided by Professional Services for Dynamics AX has provided Greenlight with the foundation to more efficiently manage their business. "Professional Services for Dynamics AX has given us the tools that we need in order to effectively plan and execute our client-facing projects", explained Mr. Lounds. "Now when we plan and schedule our projects, we have much better visibility of our project workload and commitments."

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In addition to providing a single view into their ongoing projects, Professional Services for Dynamics AX has also helped bring together all of Greenlight's data into a centralized repository. "With Professional Services for Dynamics AX, we now have a single source of data, so that all of our employees can have a unified view of what's happening across our business. This has helped us from a project reporting and analysis standpoint as well." said Mr. Lounds.

Another major benefit from implementing Professional Services for Dynamics AX was Greenlight's ability to streamline the Time and Expense management function as well as their billing activities. "With Professional Services for Dynamics AX, it is very easy for our employees to enter and approve their project time and expenses, and quickly turn those entries into customer invoices. This solution has really reduced the number of days that it takes to get invoices out, and has sped up our A/R collections cycle as a result."

Professional Services for Dynamics AX provided these benefits to Greenlight without exacting a major toll in terms of additional system management overhead or maintenance costs. "Even though we have some very bright technical resources on our consulting staff, we don't have a full-time internal IT staff", explains Mr. Lounds. "So we needed a solution that was simple to manage and didn't require a major investment in IT resources to maintain. Professional Services for Dynamics AX gave us just that."

How can we assist you next?

Systems Advisers Group is a global Gold Certified Microsoft partner providing software solutions and services around Microsoft's Dynamics AX enterprise software system.

Let's talk

info@systemsadvisers.com
www.systemsadvisers.com