

## Acumatica Gives Aditi Spinoff Solid Financial Platform for Rapid Growth



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### OVERVIEW

Formerly a division of Aditi Technologies, Aditi Staffing provides highly technical staff for technology and telecommunications companies. When Aditi Technologies was purchased, the staffing division quickly had to become a standalone entity. In addition to hiring a new accounting and administrative team, Aditi Staffing needed an accurate accounting system. By choosing Acumatica, Aditi gained a cloudbased solution with remote access, financial accuracy and visibility, and a platform for rapid growth.

### SITUATION

Aditi Staffing had operated under the umbrella of software developer Aditi Technologies without an administrative or financial team since its founding in 2009, but it suddenly had to stand on its own when Symphony Teleca Corp. acquired its parent in 2013. Newly hired Senior Director of Finance & Accounting Valarie Groves' first priority was finding accounting software and an ERP system to run the staffing company.

Aditi Staffing had operated on Microsoft Dynamics AX under Aditi Technologies, but Groves quickly learned the software was nothing more than an input tool. "We couldn't get any information out, including trial balances," she says. "The trial balances we did get had no beginning balance data, so it was not reliable."

"Although journal entries went in, if I wanted to create financial statements, I had to create an Access database, dump everything in, and then manipulate it in Excel," she adds. "I couldn't just click a button in Dynamics AX and get a trial balance. From an accounting management process perspective, it was just not effective."

Aditi Staffing has a non-standard business model. The firm doesn't have inventory since it sells employee staffing, and none of its invoices or timekeeping is generated on its own internal system. Instead, Aditi Staffing relies on client/vendor management systems, which track employee time and generate invoices for Aditi.

Previously, the AR clerk had to export that static information every single month, handling about 4,000 records from 40 different systems and re-creating invoices in Dynamics AX. AR invoices and balances relied on manual tracking in Access databases and Excel spreadsheets. The company's entire revenue stream of several millions a month relied on a manual system with minimal visibility. Groves didn't have visibility into the company's Bangalore operations either. The firm has about 100 employees in India, 15 employees in its Bellevue headquarters, and over 350 contractors who work for some 40 different customers.

Logging remotely into the company's Bangalore accounting system was difficult. Groves had to VPN to a remote desktop in India, save data to a remote hard drive, and then move that data to a network drive so she could analyze it. If a server went down, she couldn't access the data. Generating reports was a headache because she had to create those reports manually. "For six months, I was the only one that could run reports, which was a huge time sink," she says. "I couldn't get other things done." With Dynamics AX, Groves couldn't provide accurate financial information to executives. When sales or the chief executive asked if the numbers were correct, all she could do was say, "Gosh, I hope so." At the end of the year, she learned the company's numbers were flawed and had to make huge adjustments.

### COMPANY

- **Location:** Bellevue, WA
- **Industry:** Technology staffing

### KEY RESULTS

- Gained visibility into financial operations and international operations via remote access
- Dramatically shortened invoice and financial statement creation—reduced creation of AR aging report from one week to one click of a button and shaved one day off time required to close a quarter
- Increased employee productivity, ability to re-focus accounting personnel activities
- Enabled self-service reporting, saving time
- Improved financial accuracy

## SOLUTION

Groves searched for accounting software that could manage Aditi Staffing's U.S. and international operations, be accessed from anywhere, and handle Aditi Staffing's rapid growth. She eliminated NetSuite because it was geared toward very large firms and QuickBooks because it lacked auditability and couldn't support firms with tens of millions in revenue.

Intacct looked promising but proved costprohibitive when Groves learned she would have to pay a fee for each person who needed to log into the system.

Acumatica, however, offered a cloud-based platform, various modules that could be leveraged over time, and unlimited user pricing. In addition, Acumatica's ERP software could be easily customized to suit Aditi Staffing's operations.

In September, Groves connected with Acumatica Gold Certified Partner PC Bennett Solutions of North Bend, WA, who helped her implement the software. "The team is super knowledgeable," Groves says. They have knowledge of Acumatica, accounting expertise, and experience setting up international operations including legal and tax requirements," she says. "Having access to that accounting depth was a huge benefit for us."

Because Aditi needed to get on its financial feet quickly, PC Bennett helped Groves set up Accounts Payable first so she could pay bills accurately.

"That was a huge area I didn't have visibility into," Groves says. "In December, we started paying bills with Acumatica, and at the end of the month, Accounts Receivable was up and running."

Getting those two modules running quickly was critical because Symphony Teleca Corp. notified Aditi Staffing it was cutting off its access to Dynamics AX at the end of 2014.

"We had to do a hard cut-off, and I was trying to both run the company and get this tool up and running by myself," Groves says. "We didn't have the time or people to allow us to run parallel; Acumatica allowed us to implement modules as we needed."

## BENEFITS

Aditi Staffing does business with 40 companies, each one tracking time for Aditi Staffing's employees in a different way. In order to bill customers, Aditi Staffing needed to bring that data into Acumatica. "Generating the reports and invoices are the lifeblood of our business," Groves says.

PC Bennett's Paul Mainard helped Groves and her team take advantage of Acumatica's flexible import capabilities. Using the Acumatica configuration tool, they created a custom import scenario for each company to standardize incoming data and automate the process.

"There was a lot of learning and testing to make sure it worked just right," Groves says, adding that Acumatica's flexible platform and PC Bennett's expertise were key in making the process work. "We rely on other systems to give us the data, so getting it right was critical. Paul did it in record time."

"Now, it takes about 30 seconds to do one invoice, which is pretty awesome," she says. "As the person ultimately responsible for making sure our books are accurate, just being able to go in and look at an invoice or voucher and drill down into the information is remarkable."

To comply with its bank loan, Aditi Staffing's AR clerk previously spent a week each month manually entering invoices to create an account receivable aging report. "Now, it literally saves a week because we can do it at a click of a button," she says.

Groves estimates she's shaved a day off the time it takes to close a quarter, and she expects to shorten that period. Acumatica's automation has also allowed her to reassign employees, freeing them up for other tasks. "We've gone from four people doing AR and AP and analytics to one," she says.

Because of Acumatica's extensive permission controls and cloud-based access, Groves outsourced accounting for the company's India operations, giving a local Bangalore firm remote access to locked-down parts of Acumatica. "Having multi-shore offices can be a huge challenge if you have different tools and lack the visibility across the company at a consolidated level," she says. "But with Acumatica, I can look at our books in India. That visibility, along with the ability to run reports, has been key."

Acumatica is very easy to use and train others on, Groves says. "It's intuitive, which is great with a team all over the country. Sales can self-serve on reports so I don't have to run them."

Groves is looking forward to using other Acumatica modules to glean insights she couldn't before. Because of high staff turnover in the industry, she'd like to track turnover against financial data, analyze headcount data, and use the project module to match revenue to payroll costs.

"As we grow, we need a system that can scale with us like Acumatica can," she says. "I like that we can fire up other modules and pay for them as we need them. Other packages didn't have that flexibility."