

Cell Phone Service Provider Switches to Acumatica, Implements New ERP System in 90 Days



"Acumatica was one of the best projects we did at Open Mobile; on-time, on-budget. We're very happy here."

— Federico Grosso, CFO, Open Mobile

OVERVIEW

Open Mobile had used a United Kingdom-based system originally installed by its predecessor. They switched to Acumatica 4.0 in the spring of 2013, improving their access to data and securing significant time-savings in producing financial reports.

SITUATION

Open Mobile provides mobile telecommunications services throughout Puerto Rico, with 18 stores, several towers, hundreds of employees, a thousand vendors and tens of thousands of customers. It has direct relationships with cell phone suppliers such as Samsung and Apple.

Open Mobile inherited a financial system from their predecessor company. Cedar Financials came from the United Kingdom.

"Cedar wasn't a fast, intuitive or optimized type of system," says Open Mobile's Chief Financial Officer, Federico Grosso. "The interface was obsolete and the product was expensive. The financial reporting was very bothersome. We had to go from Cedar to a data warehouse system, to Excel and then to a report."

The Senior Director of Information Systems, Rafael Diaz, agrees, "It was really an old application... it was very inconvenient, not easy to manage. There was a lack of features available in the accounting system. I also wanted to have connectivity with Microsoft Office—that was not in there."

Diaz also expressed frustration over the inability to manage the system internally: "We had no control over the system. I would need to go to the vendor even for the most insignificant issues."

SOLUTION

When considering their options for upgrading Open Mobile looked at Oracle eBusiness Suite and Microsoft Dynamics, as well as Acumatica. Their local partner, Bob Bolte, Owner of New Day Technology (NDT)—a Puerto Rican IT firm that helps companies define and implement mission critical solutions—reports that Open Mobile chose Acumatica because it delivered requisition management with approvals and budget control as well as all required ERP workflows for a fraction of what they would have paid for the other products.

Diaz had concerns about control, but an Acumatica technical manager convinced him: "He said we would be in control. We would be given the option to upgrade, and could choose to upgrade or not. That was a key factor in the decision. Another factor was that we can do the hosting; if we don't like it, we can change."

COMPANY

- **Location:** Puerto Rico (Headquarters in Guaynabo)
- **Industry:** Cell phone service provider throughout Puerto Rico

KEY RESULTS

- Implementation of new ERP system in 90 days, including data migration
- Financial reporting process reduced from four-step process to one click
- Enhanced data analysis and strengthened data integrity
- Improved practices and increased efficiencies
- Faster, simpler access to information, and from any location

The CFO, Federico Grosso, says, “Acumatica was a fully integrated, cost-effective ERP solution. Our business objective was to increase efficiency in key processes: improve the requisition workflow; purchasing and Accounts Payable efficiency; automate the expense report process, and improve financial reporting.” Diaz adds, “The system is very solid—it has a lot of tools. It’s robust but also allows you flexibility.”

Open Mobile became an Acumatica 4.0 early adopter, with a SaaS license (Acumatica SaaS is powered by Amazon Web Services). They purchased the Financial Management and Distribution suites, plus Fixed Assets. They also plan to get the Project Accounting Suite.

Diaz reports, “Implementing the Acumatica system in 90 days was a huge success that also included migration of the data from the legacy system. We got a lot of support from the local provider (NDT) and from the main office. We always felt we had the commitment from Acumatica that the project would be successful.”

“I don’t think there has been such a successful implementation here as this one,” says Diaz.

“Implementing the Acumatica system in 90 days was a huge success, that also included migration of the data from the legacy system... We always felt we had the commitment from Acumatica that the project would be successful.”

– Rafael Diaz, Senior Director of Information Systems,
Open Mobile

BENEFITS

Acumatica will help Open Mobile in several ways, according to Grosso: “It will place us in a position to improve accounting processes and efficiencies... and financial reporting and analysis. We can spend less time extracting data and more on analysis. It will increase the integrity of our data. Before, we had to have an analyst working no less than two or three hours full-time on the report. Now, you can click a button and get it yourself.”

Grosso adds, “The fact that you can access the workflow from any place on any device is great. I recently understood the full benefit of this capability when I was away from the office, in the middle of a congressional hearing. Someone sent an email saying, ‘I need an approval, it’s urgent.’ I pulled out my phone, logged on to Acumatica and was able to approve the request. I said, ‘This is amazing.’ This is twenty-first century technology and it really will make a difference.”

For the CFO, having a reliable ERP system is critical: “It’s crucial to have data integrity, and crucial that we have in-house knowledge and support. Acumatica was one of the best projects we did at Open Mobile; on-time, on-budget. We’re very happy here.”

