

Professional Services

SiteLab International Inc. Case Study

Overview:

SiteLab is a full service interactive agency, offering a broad suite of integrated marketing and engineering services designed to build your brand and increase your bottom line. They are nationally recognized experts in search engine marketing and website development, including search engine optimization (SEO). Success is measured and managed, to optimize the business potential of the Internet. Being a professional services organization it is very important for them to properly control project costs and efficiently bill for all associated work for their clients.

Challenge:

"The company was growing and we wanted a software package that would give us better project tracking and project accounting," explains Julie Stoll, Controller, SiteLab. After coming to the conclusion that they were outgrowing their current software, Clients & Profits, they realized they needed software that would support resources effectively, invoice timely and ensure that projects are completed on time and within budget.

Solution:

After an extensive evaluation process, SiteLab choose to implement Microsoft Dynamics GP as their solution for their project management and accounting requirements. Also important to the success of the implementation and support of the application was their selection of the right Dynamics GP partner. SiteLab choose Tridea Partners because they had a unique blend of consultants that understood how to manage SiteLab's business processes, while also understanding the nuances of the professional services industry. Tridea Partners also has the accounting skills and IT experience necessary to implement the Dynamics GP solution. The new project management and accounting application allows SiteLab the ability to connect project activities with company financials, provide extensive reporting capabilities previously difficult to capture and slow to create, and lastly, the Dynamics GP system helps ensure accurate accounting and billing processes throughout project lifecycles.

Drawing upon Tridea Partners Experience and Expertise:

"We now have an integrated project accounting system that enables us to run our billing procedures in a timely manner. We also are able to track our actual costs, which enables us to better determine efficiency and profitability," says Stoll. With the project management and accounting capabilities in Dynamics GP the user can automate invoicing processes and ensure accuracy with flexible billing options, including billing by cycle or by percentage complete on a project, and by creating comprehensive billing histories for customers. By utilizing the cycle billing capabilities within Dynamics GP, one can ensure that you bill for every hour accumulated on a project in a timely matter.

In regards to Tridea Partners Stoll says, "We have found Tridea Partners to be very knowledgeable and reliable. They respond to our calls and emails in a timely manner and we always feel that we learn something new about Dynamics GP every time they come in." Tridea Partners takes a special approach with all of their clients by taking the time upfront to learn

their unique business processes, integrate existing systems and people, make necessary business practice adjustments, and ensure the solution will scale with a company's growth.