

Customer Success Story

Robson Communications

www.robsoninc.com

COMPANY

- **Founded:** 2002
- **Location:** Vancouver, BC
- **Industry:** Hosting and Data Services
- **Datacenters:** 3 located in Canada
- **Overview:** Leading provider of dedicated and managed hosting for Linux and Windows selected Acumatica to automate recurring billing, accounting, and process automation.

CHALLENGES - REQUIREMENTS

- Manage recurring billing
- Provide system access from dispersed geographical locations
- Canadian taxation
- Multiple currency requirements
- Custom reporting requirements

KEY RESULTS

- Reduced billing production times by 50%
- Reduced potential errors by eliminating manual billing and invoicing
- Helped eliminate the need to mail paper invoices and statements
- Involved all stakeholders in the invoicing and reporting processes

“Acumatica improved the efficiency of our recurring billing and invoicing by automating processes and providing advanced features that were not available with QuickBooks.”

**-- Tamara Robson, VP Business and Client Development
Robson Communications**

Business Challenge

Robson Communications is a rapidly growing managed and dedicated hosting provider with offices and datacenters throughout Canada. As the company grew, their demands for automation increased as they added customers, custom services, and a wide variety of hosting plans with different contract terms. Managing, tracking, and invoicing customers began to overwhelm manual processes, so an automation solution was needed.

Robson needed a solution with advanced financial features such as multi-currency accounting, support for Canadian taxation, flexible sales contracts, approval processes, and custom reporting. Most importantly, the solution had to be accessible from anywhere without the challenge of installing and maintaining client software.

Existing Solution

Prior to implementing Acumatica, Robson used QuickBooks to manage invoicing, financial reporting, and other accounting needs. As Robson’s business grew, they needed features that were not available in QuickBooks such as multi-currency ledgers, multi-user access, complex invoicing, and contract billing.

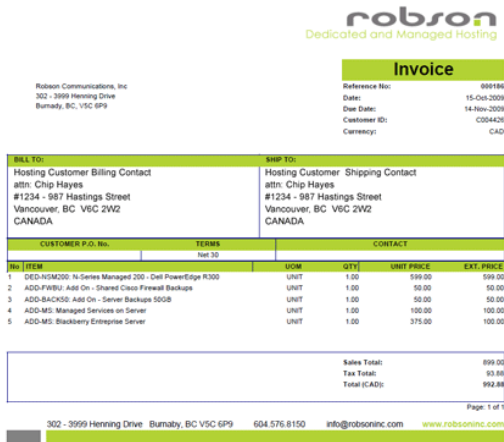
The process of manually creating invoices from a single computer was not adequate to support Robson’s growth or provide the high level of customer service required by Robson customers.

Why Acumatica?

Robson looked at several solutions and selected Acumatica because it delivered advanced financial features that could be accessed from 3 separate locations with a low total cost of ownership.

Acumatica met Robson’s complex financial requirements such as contract billing, Canadian taxation, and multi-currency support – and customized workflows enabled automation of the billing process. The web-based technology and modern architecture give Robson a platform to support future requirements and growth.

Customer Success Story



“Using Acumatica it was easy to create sales contracts for hundreds of hosting options and include non-recurring consulting fees.”

-- Tamara Robson, VP Bus and Client Dev
Robson Communications



Recurring and Non-Recurring Invoices

Acumatica provided a single automated system to manage and bill all Robson service plans and consulting services. By setting up contracts in the accounts receivable (AR) module, Robson was able to manage customers with different billing periods and hosting plans. Recurring charges, one-time setup fees, and consulting service fees were all included on the same customer statement.

Robson bills customers monthly, quarterly, or annually depending on the customer contract. At the end of each billing cycle, Acumatica aggregates all charges and creates either a paper or an electronic statement in the customer’s preferred currency.

Employees providing professional services from throughout Canada and the United States are able to enter timesheets linked to customer accounts and include them in the billing process.

Flexibility for the Future

Acumatica solved all of Robson’s short term needs and provides an expandable architecture which can grow with Robson. Acumatica’s support of flexible sales contracts allow Robson to quickly respond to market needs without paying for system development or reverting to manual processes.

Benefits Summary

Acumatica improved the Robson Communication invoicing and billing process, saving on time, accuracy, and providing additional business insights.

	Original Solution	Acumatica
Multiple Currencies	Not available	Fully automated
Multiple Users	Not available	Fully automated
Access from Anywhere	Not available	Yes
Multi-level Approvals	Not available	Fully automated
Flexible Billing Periods	Not available	Fully automated
Automated Timesheets	Not available	Fully automated
Billing Production Time	2 days	6 hours