



## Microsoft Dynamics Customer Solution Case Study



**Customer:** Gillespie, Prudhon & Associates  
**Web Site:** <http://www.gpatelecom.com/>  
**Customer Size:** 1-99  
**Country or Region:** USA  
**Industry:** Engineering and Telecommunications  
**Partner:** Synergy Business Solutions

### Customer Profile

Gillespie, Prudhon & Associates, located in Clackamas, Ore., is an electrical engineering company specializing in the design and implementation of telecommunication transmission networks.

### Software and Services

- Products
  - Microsoft Dynamics SL
  - Microsoft Dynamics Business Portal

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## Electrical Engineering Firm Improves Cash Flow, Data Access, and Client Services

**"We would not be as successful today without Microsoft Dynamics SL and Synergy. Their integrated solution vastly improved our job costing, invoicing process, cash flow, and exchange of real-time data."**

*E. Robin Smyth, President, Gillespie, Prudhon & Associates*

*Gillespie, Prudhon & Associates (GP&A), a telecommunications engineering firm, was burdened with accounting systems requiring manual work. As a result, job cost tracking was difficult, invoices were delayed, and data clients required was hard to obtain. Synergy Business Solutions helped GP&A adopt Microsoft Dynamics SL and Business Portal. Invoices now are sent earlier, clients receive comprehensive accounting information, and GP&A can analyze projects more efficiently.*

### Business Needs

Gillespie, Prudhon & Associates (GP&A), based in the Portland suburb of Clackamas, Ore., is a telecommunications engineering firm specializing in the design and implementation of fiber optic and microwave transmission networks, mobile radio systems, and other wireless technologies. Every month the company engages in and invoices between \$150,000 and \$350,000 of business with clients; but the firm was burdened by its accounting systems, which were not fully integrated. Employees needed to do extensive manual work to track job costs and provide clients with the data they required to assemble a

complete accounting of the complex engineering and implementation efforts carried out by GP&A.

GP&A has a number of utility company clients with specific accounting requirements. When GP&A does work for these clients it needs to provide four levels of accounting detail, plus a description detailing work performed. The four levels are: the project number, the location of the work, the type of equipment being used and the activity performed. Most accounting packages only allow for two levels, plus a description, so GP&A needed to find a package that would allow it to add the



additional levels of accounting detail without costly customization.

In addition, GP&A determined that about 80 percent of its accounting time was being spent on the 20 percent of its invoicing requiring the extra accounting detail. The tedious legacy systems resulted in delays in the invoicing process that could last 15 to 25 days into the month following when the work was performed – causing a delay of 60-80 day AR turn that was hurting GP&A's cash flow.

The company determined that it needed an integrated, automated system that would ease the process for the preparation of invoices. The firm also wanted the new system to make it simpler and faster for accurate data to be entered and reviewed for approval.

## Solution

Gillespie, Prudhon & Associates met with Microsoft Gold Certified partner Synergy Business Solutions, of Portland, Ore., to discuss the best solution for its needs. Synergy's consultants, with backgrounds as certified public accountants, auditors, and corporate financial executives, conducted a needs analysis and created a prototype—using GP&A's data—based on Microsoft Dynamics SL (at the time known as Microsoft Business Solutions-Solomon). GP&A saw the benefits of this business management solution and gave Synergy approval to implement it with all the modules for project accounting and financial management, and later for Business Portal to provide Web access for information entry, remote reporting and customer review of data.

All of the accounting activities were moved to Solomon (now known as Microsoft Dynamics SL), which meant accounting personnel now

are working online instead of on paper or on disparate electronic spreadsheets. Additionally, daily time reporting and project financial status become available as soon as charges are posted.

With Business Portal providing Web access, Microsoft Dynamics SL allows employees to enter time and requests from anywhere, in addition to allowing purchasing managers to approve or reject requests from anywhere. Also, customers and vendors can view specific data in the company's system through a Web browser.

## Benefits

With the integrated Microsoft Dynamics SL solution, GP&A now is issuing more than 90 percent of its invoices on the fifth day of the following month and providing clients with the complex level of information they need, while employees have gained new conveniences and efficiencies in responding to information requests and entering information.

- **Increased Cash Flow:** The 20-day improvement in issuing invoices is making a considerable positive impact on GP&A's cash flow. With clients receiving invoices nearly three weeks earlier than previously, the time to payment has significantly shortened.

- **More Accounting Detail:** GP&A now can easily meet the requirements of its utility clients, providing four levels of accounting detail, plus a description.

- **Better Information for Clients:** GP&A is providing better backup details to clients because the amount of information recorded has increased. The level of

information furnished to customers is many times greater than was previously possible.

- **Faster Response Time:** Now when GP&A gets requests from clients for enhanced information or to conduct audits, the company can respond within minutes instead of the hours it previously took to conduct everything by hand.

- **Improved Decision Making:** GP&A now can track projects more efficiently, with access to timely feedback to conduct analysis on project profitability and make necessary decisions or adjustments to the projects.

- **New Freedom:** Microsoft Dynamics SL has enabled GP&A to convert to a telecommuting company, enabling employees and managers to enter, exchange and review data and reports from anywhere via the Internet.