

DHI, Inc.



Company:

North American subsidiary of DHI Water & Environment, a world leader in water science and engineering

Location:

Portland, Oregon, plus five other U.S. locations

Industry:

Engineering

Problem:

The disconnect between front- and back-office systems impacted costs and revenue and deprived managers of a 360° view of the company.

Solution:

DHI—an existing Salesforce.com customer—found the perfect solution: Intacct’s suite of on-demand back-office applications, which seamlessly link to Salesforce.com front-office applications that the company was already using. This integration allows DHI’s users to create accurate quotes, convert quotes to orders, verify inventory and pricing, and generate invoices and track fulfillment, all within the same familiar Salesforce.com user interface.

Result:

Adoption of a single financial management/CRM system lifted productivity by 67%. Higher productivity in turn led to a 10% increase in billable time with a corresponding boost to revenues. And access to Intacct’s business intelligence and executive dashboard applications have given DHI executives compliant and accurate reporting of key business metrics.

“We needed to reduce the cost and complexity of streamlining intricate workflows across sales and financial processes. Not only did Financial Management for AppExchange provide the functionality we need, it is also seamlessly integrated with Salesforce.com, allowing our sales and accounting staff to share a single on-demand enterprise application, which increases productivity, reduces costs, and, ultimately, improves our profitability.”

Brian Hassett, Manager, DHI Inc.

Problem

Without an integrated front- and back-office solution, DHI was wasting valuable resources. For example, sales and financial managers were duplicating effort by entering the same data into separate CRM and ERP systems.

DHI was also leaking revenue because project management functionality wasn’t seamlessly integrated with the company’s billing software. In consequence, the company’s managers had no way to accurately track and invoice clients for time and material-based projects.

This lack of integration had additional negative consequences. In particular, insight into DHI’s financials was limited, denying managers the opportunity to make optimal decisions. Moreover, reports prepared for DHI’s parent company were often inaccurate—a problem caused by error-prone data exchanges between the U.S. subsidiary’s separate sales and accounting systems.

Solution

DHI chose an on-demand solution from Intacct that seamlessly integrates with Salesforce.com’s CRM applications through Salesforce.com’s AppExchange. Users access Intacct’s back-office solutions via familiar tabs in the Salesforce.com GUI. The Intacct/Salesforce.com partnership has enabled DHI to achieve end-to-end integration across the entire sales cycle:

- From opportunities to quotes: Quotes are created directly in Salesforce.com.
- From quotes to orders: Seamless integration ensure quotes can be converted into orders with a single click.
- Orders to fulfillment: Pricing, inventory, and shipping schedules are verifiable in real time.

Like Salesforce.com, Intacct Order Management is an on-demand, Web-based application. This means DHI didn’t have to buy and maintain any additional hardware or software to realize complete integration of its front-office and back-office operations.

Result

Adoption of the Intacct Web-based suite has delivered a 67% spike in productivity by eliminating duplication of labor and other inefficiencies. This in turn has accelerated the sales cycle and increased billable time by 10%, thereby boosting revenues.

Meanwhile, front- and back-office integration has provided new insight into DHI’s operations. Thanks to Intacct’s business intelligence and executive dashboard applications, the company’s reports are no longer limited in scope or deficient in accuracy. Indeed, DHI’s principal decision makers are now able to steer the company with an unprecedented degree of confidence.

