

SchoolDude.com

**Company:**

Provider of online tools designed exclusively for facility and operations management in educational institutions

Location:

Cary, North Carolina

Industry:

Computer software

Problem:

Dependence on multiple disparate systems was costing revenue and productivity and depriving managers of key financial insights.

Solution:

Instead of toggling between multiple disparate systems, SchoolDude chose to unify its front- and back-office systems by adopting Intacct's financial management suite. This solution integrates seamlessly with Salesforce.com, which the company continues to use for its CRM applications. Benefits of a unified system include:

- Creation of sales orders within Salesforce.com in a few clicks
- Verification of pricing, product selection, and renewal periods
- Ability to track order fulfillment in real time

Result:

A formerly elusive 360° view of the company and the customer has translated into 97% customer satisfaction, higher revenues, reduced costs, and smarter business decisions.

“We make a change in Salesforce.com and the data is instantly updated in Intacct, and vice versa. We now have a centralized repository for all our front-office and back-office data. Intacct and Salesforce.com serve as the hub of our business, allowing us to better serve the national educational market.”

Kent Hudson, CEO and Founder, SchoolDude.com

Problem

SchoolDude.com, a provider of online tools for management of school operations, was struggling: Numerous disparate software applications were hampering the task of managing its own customers relationships and back-office operations. For example, finance staff had to toggle between multiple systems when managing invoices, returns, and accounting.

Productivity in the front-office was similarly compromised as sales staff using Salesforce.com were unable to convert sales quotes into orders without switching to a separate order-entry system. In consequence, revenue suffered because salespeople had to spend more time on account administration and less on business development. Meanwhile, the lack of integration between systems was depriving managers of the key financial insights that follow from a 360° view of the company.

Solution

By adopting Intacct's Web-based financial application suite through Salesforce.com's AppExchange, SchoolDude instantly achieved integration of its front and back office. Changes made in, say, Salesforce.com now show immediately in the back-office applications, and vice versa. Indeed, the front- and back-office applications are accessible to users via the familiar Salesforce.com GUI.

Integration allows salespeople to create orders directly in Salesforce.com. And Intacct's Web-based delivery enables field reps to verify pricing, review product selection, and check renewal periods in real time at the customer's site. The process of order tracking orders is also immediately transparent, allowing staff to assess order status and confirm fulfillment in real time.

Result

Integration of its financial management applications has sustained SchoolDude's customer satisfaction at an impressive 97%. Customer support agents are further aided by a 360° view of the customer, which means a single agent can now address every customer issue, from order status to fulfillment to billing. Higher satisfaction has in turn boosted retention, freeing sales reps to target new accounts.

Meanwhile, SchoolDude reports lower costs as integration has enabled data sharing among applications. It has also eliminated the waste of duplicative data entry.

From a strategic standpoint, front- and back-office integration has unleashed the power of superior business intelligence. Instant alerts about new sales prospects from Intacct's executive dashboard, for example, combined with real-time access to customer, pricing, and supply-chain information now enable SchoolDude's managers to make the smartest business decisions.

