



CASE STUDY

Broadpoint

Software Solution Helps Company Successfully Integrate 3 Organizations

Overview

Country: United States

Industry: Telecommunications

Scenario

After merging three companies, Broadpoint needed a software solution that was flexible enough to handle all the challenges associated with its new business model

Solution

WennSoft Equipment Management Series and Microsoft Dynamics® GP

Improvements

- ◆ Better control of rental assets
- ◆ Flexible bill formats
- ◆ Automated monthly billing routines
- ◆ Ease of managing taxation on monthly-recurring bills

Outcomes

- ◆ Increased customer satisfaction
- ◆ Full audit trail and availability reporting for rental assets
- ◆ Integration with third-party service applications
- ◆ Faster monthly billing close
- ◆ Enabled operations of 3 different, merged organizations to work on same, integrated software system

About Broadpoint

Broadpoint delivers a flexible and complete range of connectivity services to companies operating both onshore and offshore, close to home and around the world. Owned by an affiliate of H.I.G. Capital, Broadpoint's products and services span cellular, satellite and two-way communications, custom-engineered solutions, and antennae and tower services.

Broadpoint's energy and maritime customers face harsh environments that create a unique set of communication challenges. With the ability to customize solutions for a range of needs and budgets, Broadpoint provides the right level of reliable connectivity – coupled with an unmatched team of engineering and network support experts available to its customers 24/7.

Facing an Operational Challenge

In 2007, three companies came together to form Broadpoint: PetroCom, SOLA Communications and Coastel Communications. Prior to forming Broadpoint, the company's software operating system was designed around PetroCom's core business model of cellular systems management and constructing large, custom VSAT remotes for long-term leases. This meant that the company's satellite billing and tracking systems only needed to manage a specific set of equipment with limited movement, and their customer billing was fairly consistent – either monthly or annually.

However, SOLA's business model was built around a more traditional rental business that involved shorter-term projects, with an asset pool that moved frequently. Their customers also had specific billing requirements that needed to be met.

"We needed a system that gave us the flexibility that would allow us to manage our assets and deliver customized billing solutions that our customers demanded," said Lon Riley, Director of Corporate Technology and Process for Broadpoint.

The Solution

Broadpoint worked with AIM Technologies to find a business solution that would meet this challenge. AIM Technologies provides accounting, financial management, customer relationship management, and e-business solutions for companies across a wide range of industries and environments. Recognizing the need for a solution that would integrate in with Microsoft Dynamics GP, AIM Technologies recommended WennSoft Equipment Management Series.

WennSoft Equipment Management Series delivered the rich functionality and extensive flexibility required by today's complex businesses. It tied together equipment



About WennSoft

WennSoft, a Microsoft Gold Certified Partner, provides innovative business management solutions for public and private sector organizations focused on project management, field service and equipment/fleet management.

WennSoft's services include assessment, training, implementation and go-live support. With more than a decade of experience in delivering superior applications in the field service and construction industries, WennSoft is the solution provider of choice.

management, resources and financials – everything needed to improve service, make proactive decisions, realize higher utilization and produce a better bottom line.

WennSoft helped Broadpoint's operations in a variety of ways. The WennSoft user-defined fields enabled them to build custom location fields that matched their service application. This allowed them to align their service application and billing so they can ensure everything is being billed to the direct location. With Crystal Reports, Broadpoint can customize their invoices.

"Our customers have very specific needs when it comes to billing," said Riley. "The flexibility of WennSoft allows us to customize our system so we can deliver exactly what our customers want."

Improved Dispatching

WennSoft helped Broadpoint become more responsive to customers' needs, particularly in handling customer calls that come in after normal business hours. Prior to using WennSoft, the only person that had access to the information about assets and inventory was the asset manager. If the asset manager wasn't onsite, it slowed the response time to customer requests.

"In our business, it's absolutely essential that we can respond immediately to requests for equipment and service," said Riley.

WennSoft enables Broadpoint to act quickly by giving multiple users the power to check availability as well as a variety of attributes for each asset or piece of equipment: its previous location, the condition, and how long it's been in use. This means that the service manager in the dispatch center can immediately start working with the customer to fulfill their needs, and deliver the best equipment possible.

"When we get a call from a customer wanting to know the availability of equipment, we can access the information with just the click of a button," said Riley.

Handling Taxation Needs

Broadpoint has specialized needs with regard to sales tax and needs to pay strict attention to the subtleties of the taxation system. WennSoft helped Broadpoint manage its complex taxation needs. A number of their rental agreements include regular communication equipment and satellite equipment, requiring them to keep track of how much satellite tax is being incurred, and to which accounts, on a line-by-line basis.

WennSoft simplified this process by providing tax-table overlays so Broadpoint can set tax tables to specific agreements. The system also allows them to set tax rates to individual line items of an invoice.

"Doing those taxes in another table would have been almost impossible. With WennSoft it has been a straightforward process," said Riley.