

Success Story

Engineering firm seeks a solid foundation for finance

GeoTechnologies Inc.

“Sage Intacct lets us drill into revenue and expenses for any project in real time, and ensure a huge time savings to our finance team. With this flexible way of looking at data, we’re able to give senior management valuable business performance insight, rather than delivering outdated reports months later.”

Debora Hester

Controller, GeoTechnologies Inc.

Company overview

Founded in 1992, GeoTechnologies Inc., P.A. is a full-service, employee-owned geotechnical engineering firm. The company has built its reputation in the industry by providing clients the technical expertise and personal attention to complete their projects in a sensible, cost-effective, and timely manner.

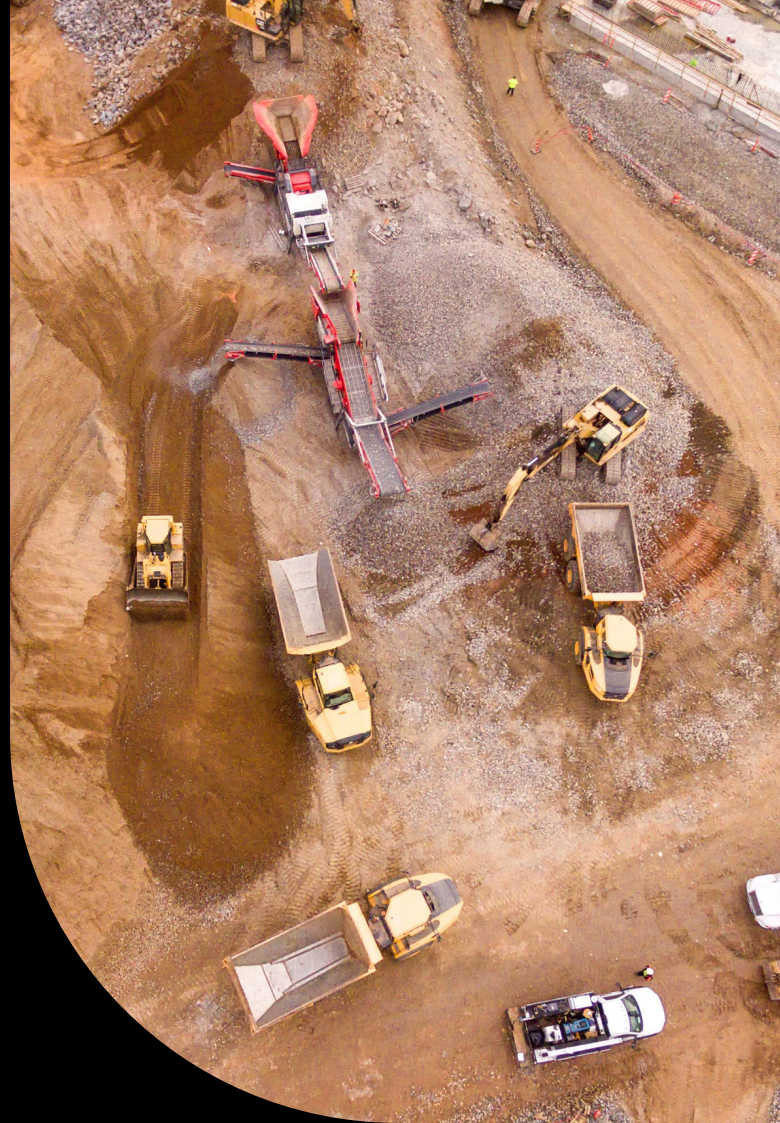
Executive summary

Previous software:

- Microsoft Dynamics GP (Great Plains)

Results with Sage Intacct

- 15 hours a month saved in project-based revenue reports.
- Mission-critical insights into client mix and project profitability.
- Software paid for itself in less than five months.



Sage

Company
GeoTechnologies Inc.

Location
North Carolina, US

Industry
Business Services

Sage Products
Sage Intacct





Engineering firm seeks a solid foundation for finance

For more than 25 years, GeoTechnologies Inc. has provided geotechnical engineering, site assessment, subsurface investigation, and other critical services for large-scale construction projects. As its business matured, the North Carolina-based firm needed to strengthen its financial management foundation to help managers better analyze revenue and profitability in real time. Those project-based reporting capabilities were lacking in an on-premises Microsoft Dynamics GP (Great Plains) application that GeoTechnologies Inc. had deployed 12 years earlier. As a result, the finance team resorted to time-consuming and error-prone exports to Excel for reporting that took 15 or more hours each month.

After evaluations, GeoTechnologies Inc. made the move to Sage Intacct as its first cloud-based application. “We’ve been so successful with Sage Intacct that we’ve now moved our entire IT portfolio to the cloud, which has saved us an enormous amount of money by not having to maintain an in house network and constantly upgrade our software and hardware,” Debora said. GeoTechnologies Inc. worked with Massey Consulting on the implementation and also to integrate Sage Intacct with GeoTechnologies Inc.’s in-house project management application.

“We really needed to get revenue reports to our executive team on a project and client level, and Microsoft Dynamics GP just wasn’t able to do that for us,” said Debora Hester, GeoTechnologies Inc.’s controller. “We had to export information to Excel multiple times and spend a lot of time manipulating the data. It was a very cumbersome task,” Debora added. As the struggles continued, Massey Consulting, an IT services firm that GeoTechnologies Inc. has worked with for more than 15 years, suggested that an upgrade to Sage Intacct for more robust reporting and financial management would provide the visibility and efficiency that GeoTechnologies Inc. needed.



With Sage Intacct, GeoTechnologies Inc. are saving about 15 hours a month in the reporting process.

Faster, more insightful financials and reporting

Since implementing Sage Intacct, GeoTechnologies Inc. has automated key finance processes, including the monthly close, accounts receivable, and multi-entity accounts payable and allocations. For vendors that bill the company's multiple entities, the finance team previously had to input separate payable entries for each entity and print multiple checks, or allocate manually. With Sage Intacct's inter-company transaction capabilities, Debora's team can now simply enter top-level expenses and tag them to the appropriate entity and any other desired dimensions. The system automatically makes journal entries behind the scenes, so the team can now just print one check per vendor.

Sage Intacct has also enabled GeoTechnologies Inc. to simplify and speed annual delivery of financial data to its insurance carrier for policy underwriting. "Before, retrieving revenue information broken out by client types and ever-changing insurance industry project categories for these reports was a very manual, multi-week effort in Excel," Debora said. "With Sage Intacct, I just point and click to get everything we need, and I can regroup the data easily based on the latest requirements," Debora added.

The biggest gains have come in reporting. "With Sage Intacct, we're saving about 15 hours a month in the reporting process — no more downloading data into Excel and manipulating it for hours, and not being sure if you have the right data when you're done," Debora said. Beyond the time savings, GeoTechnologies Inc. can create a broader range of richer reports using Sage Intacct dimensions. For example, GeoTechnologies Inc. is able to track and quickly report on key project information, including contract details and job-specific insurance requirements, to name a few.



Real-time project visibility for better business decisions

The new insights with Sage Intacct are contributing to better business decision-making oriented for growth and cost-efficiency. Sage Intacct provides GeoTechnologies Inc. with full visibility into financials across a variety of operational dimensions that allows business users to filter, group, and organize data across specific projects, clients, departments, or employees for granular reporting and analysis. Using Sage Intacct, the finance team built custom dashboards for each project manager, as well as separate dashboards that display financial data and collections data for executives.

In addition, Sage Intacct helps GeoTechnologies Inc. monitor important trends, such as the number of new and repeat clients, accounts receivable turnover, services utilized, and more. “Our engineers are given the latitude to accept or reject projects when contacted directly by a client, and that freedom to operate independently and ‘do their own thing’ can be a challenge. Sage Intacct helps by giving us transparency into what types of projects they are taking on and the value add to the company,” said Debora. “As a result, we can see if we’re working too much for one client or client type, on small or large projects, etc., and make adjustments as needed,” Debora added.

As the economy fluctuates, GeoTechnologies Inc. needs to decide which market and client segments to pursue and which to pass on. This helps the business maintain a healthy blend of work and limit exposure in more volatile market segments such as single-family homes and subdivisions. The upgrade from Microsoft Dynamics GP has made Debora’s team more of a trusted advisor to the company. “Since going to Sage Intacct, we’re able to bring more quality financials and overall managerial information to the executive team,” Debora said. “The finance function has become a more valued and integral part of the business,” Debora concluded.



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