

## Success Story

# PS Lightwave calls on Sage to streamline processes

Houston-based telecom service provider uses Sage products to increase efficiency and drive increased ROI



PS Lightwave is a woman-owned business with approximately 90 employees that specializes in ethernet, internet, dark fiber, and phone service (VoIP). Founded in 2010, the company continues its steady growth in the Houston metropolitan area.

Sage 300, and its flexible integration with other software applications, are helping the company improve business processes while continuing to grow its customer base.

PS Lightwave was formed when President Rhonda Cook broke away from her father's sixty-year old business to form her own Telecom company.

### Key outcomes

- Reduced inventory by 58% in four years
- Slashed time to close month by 50%
- Supported company growth from 4 to 90 employees
- Developed an annual budget which helped rein in costs
- Developed specialized financial and job cost reports
- Took the accounts payable to about 90% ACH pay

**Company**  
PS Lightwave, Inc.

**Location**  
Texas, US

**Industry**  
Telecommunications

**Sage Products**  
Sage 300, Sage CRM,  
Sage Intelligence

**About PS Lightwave, Inc.**  
Founded in 2010, the company continues its steady growth in the Houston metropolitan area.



The company values represent the foundation of PS Lightwave. Employees conduct themselves in accordance with four principles: Growth, Respect, Integrity and Trust (GRIT). They apply these core values in their interactions with customers, partners, vendors, and employees. PS Lightwave has seen consistent year-on-year growth and is currently laying the fiber infrastructure to expand its seven-county footprint in and around Houston.

### **Onboarding to Sage 300**

Lisa Cervantez had worked with Sage 100 prior to moving to Sage 300, but in the transition, PS Lightwave considered other software options. They were frustrated with the lack of timely reporting in job costing and wanted more flexibility. “We did quite a search,” says Lisa. “It took us several months to search through different softwares. It was amazing how each one of them was so different and how Sage, if it couldn’t do it, it had a third party product that could fill in the blank.”

### **Sage aligns with Third Party Apps**

Sage’s fit with other applications, from asset management to printing, is key to the software’s appeal for Lisa. “There is no one size fits all in accounting. Everybody has different needs.”

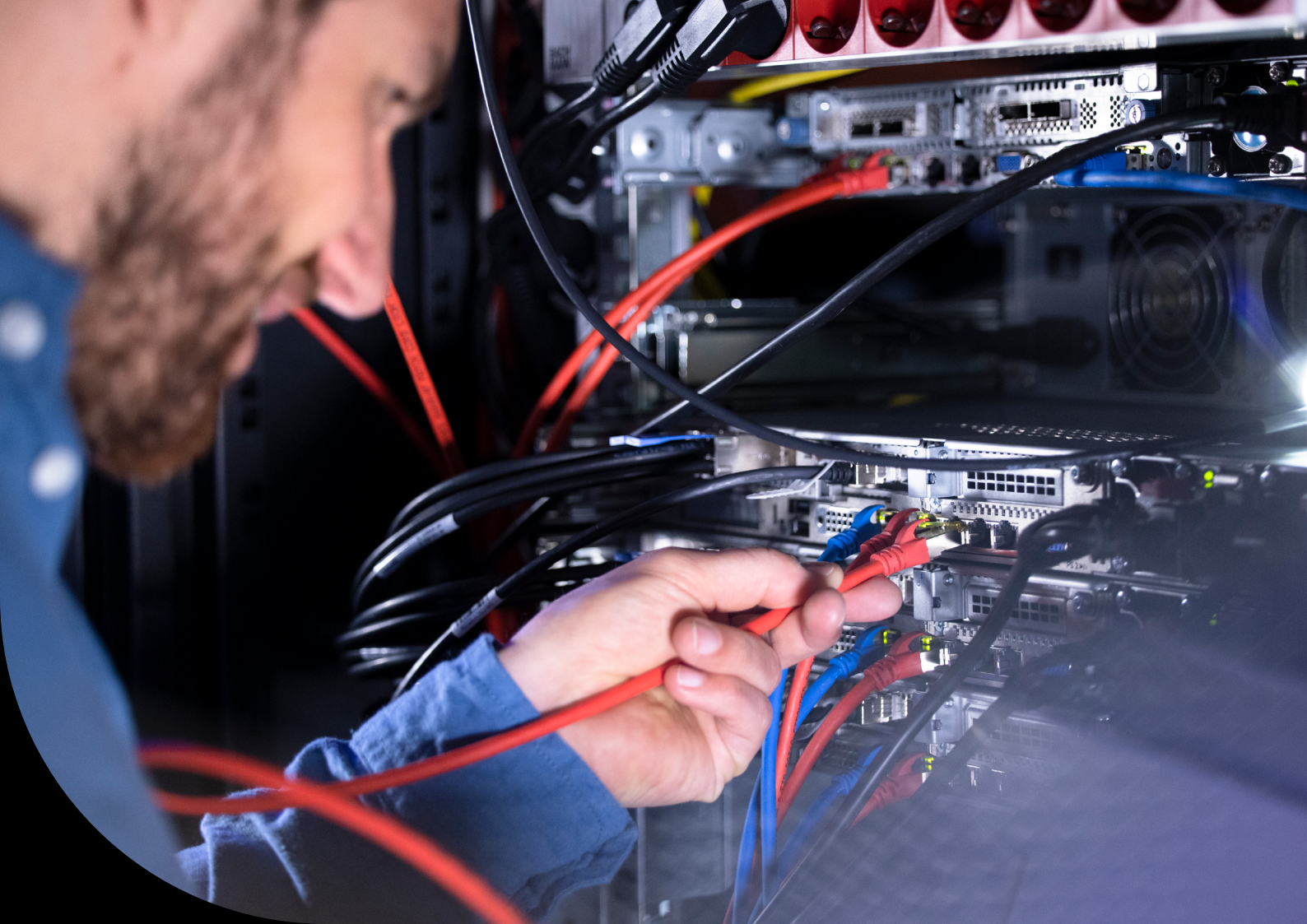
### **Driving efficiency inside the business**

Sage has helped PS Lightwave save on man-hours. “We can now get financial reports in a reasonable amount of time,” says Lisa. “It was often twenty days before we’d be done with month end close, and now twenty days is just outrageous. Now our goal is ten days and it’s sometimes shorter.” Beyond that, Lisa says, “Having those financials just allows our leadership team to make those decisions much easier because they know where they stand on capital jobs and how much is left to be spent.”

Inventory has also been reduced by more than half with the assistance of the integrated purchase order and inventory modules, with a bar coding add on software. Lisa is surprised by the results, especially considering the company is not using all of its capabilities. “It’s crazy,” says Lisa, “We’re not even using a hundred percent of that system.”

### **Laying the framework for continued results**

PS Lightwave started with government and school district clients before growing with enterprise customers. Sage has helped them manage that growth, and Lisa is optimistic about the potential. “I don’t think we’ve fully explored everything Sage can do for us,” says Lisa. “From adding other integrations to fully optimizing Sage, Lisa says, “I think there’s a lot more out there. We’ve got a lot more growth that we can do with this product. That’s exciting.”



Sage

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