Wire One Telecommunications
Streamlines their Billing with Advanced Revenue & Expense Deferrals

Wire One communications

WireOne Communications, a global leader in designing, provisioning, and supporting end-to-end video conferencing solutions for large, multi-national corporations, needed a solution for their existing Microsoft Dynamics GP system to support more comprehensive revenue and expense deferral functionality. Driven by the need to streamline their key accounting processes, WireOne chose to work with Binary Stream, a Microsoft Gold Certified Partner to provide them with a fully integrated solution within an aggressive timeframe. Originally using a 55 step process and Excel worksheets to manage revenue and expense deferrals, WireOne was able to significantly reduce the amount of time spent on deferrals on a monthly basis while also increasing the accuracy of their financial reports.

"When we were searching for a solution, we knew exactly what we wanted and Binary Stream was extremely accommodating and able to share the same vision with us using their Advanced Revenue & Expense Deferrals solution."

- Tara Schultz
Controller

With over 20 years of experience in the video conferencing industry, WireOne Communications has grown to generate annual revenues in excess of $120 million and supports over 25,000 end users with its end-to-end video conferencing services and solutions. Boasting 24 hour, 7 days a week, 365 days a year customer support, WireOne has the largest field staff in the U.S. with over 37 offices alone around the world. Targeting large commercial and government organizations, WireOne is the largest video conferencing service provider in the U.S., offering a complete line of solutions and services for it customers.

Through mergers and acquisitions, WireOne adopted Microsoft Dynamics GP as its core business management system because it offered robust and scalable functionality. After all systems were consolidated, the accounting department at WireOne began to rethink their key accounting processes and discovered that they were spending an unusual amount of time processing revenue and expense deferrals.

Primarily a software service based organization, WireOne must comply with the SOP 97-2 accounting standard, stating that revenues cannot be recognized until products and services have been delivered. Consequently, most of WireOne's sales fell under this accounting standard so they needed a solution that could streamline their monthly deferral entries. On the contrary, WireOne is also a reseller of many products and services, thus, creating the need to also have deferral functionality within their purchasing activities.

"Advanced Revenue & Expense Deferrals is exactly what we needed. Now we have better financial forecasting capabilities then ever before and it's easier for us to decide what items to defer. Binary Stream's Advanced Revenue & Expense Deferrals solution is so flexible that it has saved us months of labor each year."

-- Tara Schultz
Controller
Wire One

Binary Stream Software Inc.
www.binarystream.com

Binary Stream Software is a leading global Gold Certified Microsoft Business Solutions and ISV partner specializing in customizing and developing standard solutions for Microsoft Dynamics GP and offers solutions for the Healthcare, Telecommunications, Real Estate, Financial Services, and Wholesale Trade/Distribution industries.

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Around October 2006, WireOne began a comprehensive search for a suitable solution that could provide tight integration with their existing Microsoft Dynamics GP environment. After evaluating around seven potential vendors, WireOne knew they would work with Binary Stream after the first conversation they had. "After our first conversation with Binary Stream, there was a strong sense of trust established because they illustrated their knowledge and expertise in Microsoft Dynamics GP transaction processing immediately," said Tara Schultz, Controller at WireOne. "Binary Stream's ability to share our vision of the solution was unparallel compared to other software vendors," added Schultz.

Prior to working with Binary Stream, WireOne had a fully documented 55 step workflow to process and manage their revenue and expense deferrals. Not only was the process time consuming, but it also involved many spreadsheets and thus, was prone to data entry error.

Most of WireOne's services are billed upfront but are recognized on a monthly basis over a specific period of time depending on the length of the customer contract or implementation of products and services. As a result, several hundred deferrals and approximately 14,000 journal entries are processed on a monthly basis due to the quantity of services that WireOne offers it customers. Binary Stream was asked to deliver a solution that could essentially automate the entire revenue and expense deferral process. With a strong emphasis on Sales Order Processing (SOP) and Purchase

The Right Solution

Order Processing (POP) transactions, Binary Stream knew exactly what WireOne needed and provided them with their new, Advanced Revenue & Expense Deferrals solution.

Built in Dexterity, the Advanced Revenue & Expense Deferrals solution offers the true integration to Microsoft Dynamics GP that WireOne was looking for while leveraging as much existing functionality from Microsoft Dynamics GP as possible. "We wanted a solution that could leverage existing functionality from Microsoft Dynamics GP so we could easily train our users on the new system," said Schultz. Once implemented, Advanced Revenue & Expense Deferrals was able automate most of WireOne's monthly deferral related journal entries by allowing system users to create deferral schedules for each line item within both SOP and POP transactions.

With a tight timeline for implementation, WireOne needed to work with a partner that could deliver on time and provide a solution that was flexible enough to evolve with their ever changing customer requests. "Our strong focus on customer service required a solution that could adapt to our ever changing needs and Binary Stream was able to deliver that solution on time and on budget," said Schultz. Post implementation support was also an important decision factor and with Binary Stream's unlimited support, WireOne did not hesitate to sign on. "After we went live with Binary Stream's solution, there were some issues that we wanted to address and Binary's team was very efficient in addressing the issues," added Schultz.

Once Advanced Revenue & Expense Deferrals was implemented, WireOne immediately realized the benefits of the solution by significantly reducing the man hours required to process the thousands of journal entries every month. At a click of button, users could automate the journal entry process and save days worth of effort. Not only was

Return on Investment

employee productivity increased, but financial reporting was also made more accurate, giving WireOne's executive team the ability to have better insight into their business faster than before. "Binary Stream's solution has really helped make our accounting department become more efficient; we're glad we found them!" said Tara.