

Beyond Trust automates reporting functions and cuts reporting time in half with BizNet

2009 was a breakout year for Beyond Trust, a global provider of security software. This significant expansion in its business, however, meant the company faced a set of IT challenges familiar to many growing organizations; elements of its IT infrastructure - specifically its accounting and financial reporting solutions - were unable to keep pace.

Beyond Trust was managing a growing menu of offerings, geographies and sales and distribution networks, both as a result of organic growth and acquisitions - acquisitions that needed to be fully assimilated into the company's processes and financial management environment.

Like many companies, Beyond Trust had long been grappling with a degree of disconnect between the capabilities of its financial reporting infrastructure - essentially comprised of a small-business accounting software package and a host of Excel spreadsheets - and the reporting and analytical needs of its management team. For Beyond Trust, the disconnect was becoming an acute issue, impacting the quality and usefulness of financial data for decision-making and becoming a hindrance to the business as it sought to achieve and maintain its ambitious business vision.

"We'd outgrown our existing financial reporting system; it couldn't give us the analysis that we needed," says Vickie Kennedy, Controller for Beyond Trust. "Management wanted to see more granular reporting for all our products, based on factors like sales type, sales channel and region, and our existing system simply wasn't going to give us that capability. We needed a far superior business, accounting and reporting system."

"BizNet has definitely opened me up to perform more value-add activity. We're a growing company, and in the past I had no time to dedicate to managing that growth as the controller. Now I have that time."

Vickie Kennedy, Controller
Beyond Trust

CUSTOMER SPOTLIGHT

At-a-Glance

- BeyondTrust is the global provider of privilege authorization management, access control and security solutions for virtualization and cloud computing environments.
- Carlsbad, CA
- www.beyondtrust.com

Key Challenges

- Rapidly expanding reporting requirements
- Highly manual reporting environment
- Lean staff

Key Benefits

- Automation of reporting processes
- 50% reduction in time to compile month-end reports
- Efficiency gains enable accounting staff to expand value-add activities
- BizNet system fully implemented within hours

To that end, Beyond Trust implemented Sage MAS 500 business software, which is bundled with FRx as its standard financial reporting package. Within a month of that implementation, however, Beyond Trust selected BizNet's flagship reporting and analytics solution, BizInsight™, to handle the bulk of its financial reporting and management needs.

Kennedy's accounting group needed the ability to link to the company's GL accounts, automatically extract the GL data and have it populate the spreadsheet without manual intervention. FRx did not allow her to structure and extract the data in the format she desired, nor did it allow her to associate other data residing outside of the accounting system with the GL data.

"We needed a financial reporting system that was automated, much more intuitive and much easier to train on and use. I didn't want to have to go back to my consultant every time I needed to change a report," says Kennedy. "The bottom line is that BizNet's refresh feature makes it much easier to pull information out of MAS 500 and it's native to Excel, so creating reports is a very straightforward exercise. It's a big time saver."

Kennedy and her staff of 3 produce anywhere from 20-50 standard reports in a typical month, not including a management report that, prior to BizNet, required that data be manually entered into 20 pages of summary spreadsheets. That process of keying data and compiling reports took several days to complete - all before any actual analysis could be done.

The automation of the reporting process enabled by BizNet has allowed Kennedy and her staff to reduce reporting time by approximately 50%, efficiency gains that allow Kennedy to extend her activities beyond administration to analysis, planning and management. "BizNet has definitely opened me up to perform more value-add activity. We're a growing company, and in the past I really had no time to dedicate to managing that growth as the controller. Now I have that time."

Having achieved her initial objective of automating monthly reporting, Kennedy has since expanded the number of reports and introduced several new users to BizNet, allowing them to interact with data as-needed.

"[BizNet] makes things faster and allows us to provide management with the real-time, actionable data they need to make decisions."

**Vickie Kennedy, Controller
Beyond Trust**

According to Kennedy, Beyond Trust has recently augmented its BizNet solution set to include BizBroadcast™, which enables organizations to automate the creation and distribution of Excel® reports in a variety of formats and methods and BizContent™, which enhances real-time database connectivity and consolidation. Those new components are set to go-live later this year.

"My chart of accounts is very dynamic; I do a lot of ad hoc reporting now, whereas I didn't have the time before," says Kennedy. "Management will call and want to see specific billings or revenue breakdowns, and BizNet allows me to easily get reports out to them using Excel. It makes things faster for us and allows us to provide management with the real-time, actionable data they need to make decisions."

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