



## Software Service Provider Consolidates Financial Operations, Improves Performance by 40 Percent

### Overview

**Country or region:** India

**Industry:** Information Technology

### Customer Profile

SemanticSpace Technologies is a technology powerhouse that offers full spectrum IT solutions and services to leading global enterprises. With a strong commitment to provide high value services, SemanticSpace nurtures a sharp focus on specialization by building expertise and intellectual property through continuous innovation and providing long lasting customer benefits.

### Business Situation

The legacy accounting and financial systems did not integrate seamlessly leading to duplication of records with inconsistent business information. The company needed a one-stop approach to solve all its financial consolidation issues.

### Solution

SemanticSpace, a Microsoft® Gold Certified Partner, deployed Microsoft® Dynamics™ AX 4.0, to streamline all its processes and enhance efficiency.

### Benefits

- Provides greater user adoption
- Improves business productivity by 40 percent
- Improves financial management
- Improves decision making
- Enhances security

“We have improved business functions that have propelled our business productivity by 40 percent.”

Venkatesh Ramachandran, VP - Finance, SemanticSpace Technologies

SemanticSpace Technologies is a software services company with global operations. SemanticSpace also acquired two US based technology companies as part of its strategy to expand. The company has a combined workforce of over 1100 people spread across USA, UK, Germany and India. SemanticSpace therefore needed to consolidate all relevant accounting information across its head office, sales offices, branches, and subsidiaries. Due to the very nature of its geographical spread, the existing accounting and financial systems were insufficient in supporting the company's complex requirements of dealing in multiple currencies, and maintaining books of accounts according to the local laws. Being a Microsoft® Gold Certified Partner, SemanticSpace decided to leverage its alliance by migrating to Microsoft® Dynamics™ AX 4.0 that successfully fulfilled all its requirements.



“Microsoft® Dynamics™ AX 4.0 provides real time information of all financial aspects, with project wise revenues, allowing our management to take strategic decisions at the right time and develop more opportunities.”

Prasad , Manager – Accounts, SemanticSpace Technologies

## Situation

Since 1997, SemanticSpace's software engineers are providing solutions to enterprises across the globe. SemanticSpace has state-of-the-art offshore facilities at Hyderabad, India, that cater to the needs of its global customers. It has offices across the US, UK and Germany. Over the years SemanticSpace has grown both organically and inorganically. As per business and legal requirements it needs to consolidate the accounts of the parent company, its development facilities, branches / sales offices and the subsidiary units and their operation.

Its vast geographical coverage, operating in different countries, time zones, currencies, and accounting standards needed to be bridged so that each employee could be tapped for necessary information at any time. Most importantly, an ERP solution had to be put in place that would be accurate, reliable and at the same time support any and all consolidation needs. This was especially required given the recent acquisitions of Arsin Corporation and Prolifics.

The existing Tally 7.2 solution was insufficient to meet these requirements. The solution required extensive manual labor causing delays and sometimes resulted in duplication of work and many complications.

SemanticSpace wanted greater security of information and restriction of unauthorized access by others. The company needed a solution that would automate statutory reports, be compliant with taxation laws and also be more accurate, traceable with better audit trails.

“Most importantly, we needed to consolidate all accounting information of our global sales offices and our subsidiary companies in one place,” says Venkatesh Ramachandran, VP - Finance, SemanticSpace. “The consolidation

was required to be done in the parent company and our existing system was not able to support this kind of consolidation.”

SemanticSpace needed a user-friendly, easy to understand and a low-cost operating system that could be used on a daily basis. It was also important that the solution be easy to maintain, hassle free and highly reliable to support long-term business goals.

## Solution

Upon evaluation, SemanticSpace realized that Microsoft® Dynamics™ AX 4.0 was the ideal solution to all its problems. “Being a Microsoft Gold Certified Partner, and a technology powerhouse, we believed that this solution was the right fit,” explains Raghu Ramachandran, VP - Business Development, SemanticSpace. “In addition, Microsoft tools are easy to use and the learning curve is comparatively lesser than any other competitive solutions.”

The solution creates and consolidates the company's subsidiaries and brings all of them under one umbrella – SemanticSpace Group. It maintains different localization and currencies for all of its subsidiaries and finally consolidates to parent company in one currency.

The solution was implemented at the Hyderabad, India and the USA office in a period of six months. The implementation was carried out in a phased manner. The first phase was conducted at the SemanticSpace corporate office in Hyderabad, India. In the next phase, the solution was rolled out at the other offices. The major part of the implementation took place at the corporate office.

The solution included the following key features:

- Customized Reports: SemanticSpace being an IT services company, the finance manager needs to track project wise revenue and employee wise billing in the ERP. In order to track the same, the solution was customized for creating various types of projects and assigning employees and customers. At the time of invoicing, all details could be entered and the same could be tracked via timely reports. Reports were customized for accurate tracking of all subsidiary company information in the consolidated company.
- Apportionment Terms: Automatic apportioning of expenses to cost / revenue centers is based on the actual number of employees.
- Project-wise Billing: Generation of sales invoices is based on the number of work hours logged in by employees and the actual expenses incurred on a particular project.

“Microsoft® Dynamics™ AX 4.0 provides a high degree of scalability and end-to-end industry specific functionality. This technology is the one-step solution to our consolidation needs and is the ideal support system for all our present and future needs,” comments a Senior Executive - Finance, Arsin Corporation.

## Benefits

“Microsoft® Dynamics™ AX 4.0 provides real time information of all financial information, with project wise revenues, allowing our management to take strategic decisions at the right time and develop more opportunities,” says Prasad, Manager Accounts, SemanticSpace.

The solution also supports multiple languages and currencies for sustained relevance across geographies. In addition, it is easily incorporated along with Microsoft Office. As a result, SemanticSpace

Technologies easily consolidated all its accounting information under one umbrella.

### Provides Greater User Adoption

Microsoft® Dynamics™ AX 4.0 not only works seamlessly with Microsoft Office but also has a similar look and feel. This enabled greater acceptance from the employees and lowered the learning curve and training requirements considerably.

“Due to its similar look and feel to Microsoft Office, the user interface is intuitive and our employees can access applications naturally, navigating the system and performing tasks easily,” says Rama Rao Boli, Director – Operations.

### Improves Business Productivity by 40 Percent

With the implementation of Microsoft® Dynamics™ AX 4.0, employees are able to function in a more structured, disciplined and streamlined manner. “We have improved all our business functions,” says Prasad, Manager Accounts. “This has propelled our business productivity by 40 percent.”

### Improves Financial Management

Microsoft® Dynamics™ AX 4.0 manages all the financial parameters of the company. It has centralized the company's accounting information, posting specifications, and other core data. It works efficiently in a multi-user environment, accesses the most up-to-date financial data and effectively manages all the accounts receivables and payables.

“Everything is taken care of by using a single integrated system which provides real time reconciliation,” comments a Senior Executive - Finance, SemanticSpace.

### Improves Decision Making

The implementation of Microsoft® Dynamics™ AX 4.0 has ensured the flow of accurate business information within SemanticSpace. It helps to gain accurate and

timely insight into the business and enables the management to take sound strategic decisions. The solution also automates part of the reporting process, providing up-to date data and ensuring timely reports that reflect the current state of the business.

“With Microsoft® Dynamics™ AX 4.0 there is no scope for ambiguity, we can therefore take quick decisions that greatly improve overall performance explains,” says a Senior Executive – Accounts, SemanticSpace.

#### **Enhances Security**

The solution was easily customized and has effortlessly integrated all the business processes and critical data. Now access to confidential data such as purchase orders, costing, project reports etc. is restricted and is available only to appropriate employees based on their role within the organization.

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about SemanticSpace Technologies products and services, call +91-40-3999 1999 or visit the Web site at: [www.semanticspace.com](http://www.semanticspace.com)

## About Microsoft Dynamics

Microsoft Dynamics, a division of Microsoft, offers a wide range of integrated, end-to-end business applications and services designed to help small, midsize, and corporate businesses become more connected with customers, employees, partners, and suppliers. Microsoft Dynamics applications optimize strategic business processes across financial management, analytics, human resources management, project management, customer relationship management, field service management, supply chain management, e-commerce, manufacturing, and retail management.

More information about Microsoft Dynamics can be found at:

[www.microsoft.com/dynamics/](http://www.microsoft.com/dynamics/)

### Software and Services

- Products
  - Microsoft Dynamics AX 4.0
  - Microsoft SQL server 2005
  - Microsoft Office Excel 2007

### Hardware

- Windows Server System
- Intel(R) Core(TM) 2 Duo Processor T9300
  - 2 GB DDR2 System Memory (2 Dimm)
  - 160 GB 5400 RPM SATA Hard Drive