

# PERFORMICS INC.

## Solution Overview

### Industry

Business Consulting Services

### Microsoft Business Solutions Partner

Crestwood Associates, LLC  
Schaumburg, Illinois, USA

### Scenario

Performics needed to stay on the leading edge of technology while cutting costs to exceed client and partner expectations.

### Company Profile

Performics is an online customer acquisition and retention marketing company located in Chicago.

### Benefits

Microsoft Business Solutions helped Performics fully automate their vendor remittance process, improving customer service while decreasing staffing needs.

### Software Used

Microsoft Business Solutions—Great Plains  
Financials  
Inventory and Order Processing  
Customization Tools  
Microsoft SQL Server™

### Demographic Information

Number of Employees: 62  
Number of Users: 3  
Transaction Volume: 60,000-75,000 annually

### Migrated from QuickBooks

***A company on the leading edge of technology needs a business solution that can keep up. Microsoft® Business Solutions—Great Plains® provided Performics with the tools they needed to upgrade service and downgrade expenses.***

Performics is a full-service pay-for-performance online marketing company, offering a range of products from Web site advertising to search management to opt-in e-mail prospecting. The company develops and implements response-oriented online marketing plans to acquire and retain customers for clients.

As a middleman in the e-commerce equation, Performics tracks consumers from the time they click on an advertisement or search term on an originating Web site or partner site (e.g., Looksmart) and go to a merchant site (e.g., Ann Taylor) to make a purchase. The company also tracks how much the consumer purchases and calculates what the merchant owes the originating partner Web site.

## A Unique Solution

Because partners are typically paid a commission or percentage for the sales they generate, timely and accurate payment to partner Web sites is critical to Performics' success. Two unique customizations to the new solution have automated the partner Web site remittance process, allowing Performics to exceed client and partner expectations.

The first integration is with ConnectCommerce, Performics' proprietary tracking and reporting technology. ConnectCommerce tracks every transaction and commission monthly and compiles the data. That data is then integrated into Microsoft Business Solutions, where each transaction is validated, new vendor information is set up and the data is incorporated into accounts payable tables.

Another customized tool, Smart Select, is used to search through the thousands of partners and transactions Performics tracks each month. It identifies which partners need to be paid, how much each is owed and when the payment is due. Smart Select then builds several payment batches, including one batch for checks to be cut and one for electronic fund transfer (EFT) remittance.

At this point, Microsoft Business Solutions processes the payables transactions and posts the detailed financial data into the General Ledger. Next the system generates detailed financial statements for the organization.

## Putting Performics Ahead of the Competition

Microsoft Business Solutions has differentiated Performics from the competition by allowing the company to track the online purchasing transactions of clients' customers and provide an audit trail that calculates the amount due to the referring sites (partner sites). No other company can deliver a similar pay-for-performance marketing solution with such efficiency. In addition, the solution enables Performics

to respond rapidly to customer payment inquiries and remit payment to customers in a timely and efficient manner.

### **Return on Investment**

Currently, 5,000 to 6,000 transactions are integrated on a monthly basis, with the transaction volume growing at five percent per month. Due to the volume, the process can no longer be done by hand. Changing the process has been critical to Performics' overall success.

Prior to integrating ConnectCommerce with the new solution, it would take three full-time employees five days to determine which partners needed to be paid and how much. The process now takes 30 minutes, allowing that labor to be redistributed to other profit-generating positions within the company.

Smart Select has completely automated the select checks process, reducing the effort from five days to 60 minutes. In addition, the auto creation of EFT batches has greatly reduced the number of checks that need to be cut by Performics. This reduction alone saves Performics approximately \$5,000 per year.

Another benefit to the company is the ability to make vendor payment history information available to employees. More knowledge allows them to better serve their clients and enhances their work.

### **The Future Looks Bright**

The next version of ConnectCommerce will incorporate online payment information for customers. Payment history, balance due and other information will be pulled directly and made available on the Web.

"[Microsoft Business Solutions] plays an integral role in helping Performics ensure accurate and timely payment to our partner Web sites, which in turn allows our accounting department to become a competitive advantage," says Ed Fleming, Performics' Controller. "Overall, the [Microsoft Business Solutions] integration and customizations will enable Performics to handle a 100 percent increase in business transaction volume without having to add headcount."

For more information about Microsoft Business Solutions, visit [www.microsoft.com/BusinessSolutions](http://www.microsoft.com/BusinessSolutions)

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