

WATCHFIRE

Solution Overview

Industry

High-Tech Professional Services

Microsoft Business Solutions Partner

Corporate Renaissance Group
Ottawa, Ontario, Canada

Scenario

As a growing company, Watchfire needed a feature-laden financial solution at a reasonable price that could also provide business intelligence information.

Company Profile

Watchfire provides Web site management software that enables businesses to identify key content issues that affect Web site operational costs, online risk and the user experience.

Benefits

Microsoft Business Solutions gives Watchfire the financial analysis and business intelligence capabilities they need with quick reporting, streamlined processes and full integration to third-party software.

Software Used

Microsoft Business Solutions—Great Plains
Financials
Inventory and Order Processing
Human Resource Management
QuickOLAP by Corporate Renaissance Group
PowerPlay by Cognos
Microsoft SQL Server™
Windows® 2000 Server

Demographic Information

Number of Sites: 3
Number of Users: 10
International Sites: 1

Watchfire provides Web site management solutions that make it possible for customers to identify and fix Web site issues. Strong growth demanded the company move beyond the capabilities of their existing financial solution. The company needed a feature-laden, scalable financial and business intelligence package. Microsoft® Business Solutions—Great Plains® satisfies those demands.

Watchfire provides organizations with comprehensive Web site management solutions that enable decision-makers to gain a competitive advantage. The company's analysis of business-critical content enables businesses to identify key issues that affect Web site operational costs, user experience and online risk. Watchfire's solutions contribute to the effective profitability management.

Watchfire's automated testing, analysis and reporting solutions help detect and manage issues on even the largest and most complex sites. The sophisticated reports put detailed, actionable information regarding site defects, search ability, accessibility and privacy compliance into the hands of the people who need it.

Founded in 1996, Watchfire's customers represent more than half of the Fortune 500 companies, including many of the largest ecommerce, government and educational sites in North America, such as Lockheed Martin, Motorola, Compaq Computer and AT&T.

A Need for Powerful Features at a Low Price

Watchfire's fast-paced growth resulted in the company outgrowing their original financial system. Watchfire realized a need for enterprise-level features to help effectively handle budgeting and manage the company's growth. They needed a solution to generate an original budget and reforecast it quarterly. Watchfire knows this level of financial analysis works hand-in-hand with business intelligence.

The company worked with Microsoft Business Solutions reselling partner Corporate Renaissance Group to find a solution. The decisive factor for the new platform was base price, yet it would also need the features and integration capabilities to help run the business. The company decided on Microsoft Business Solutions—Great Plains along with Corporate Renaissance Group's business intelligence solution, QuickOLAP.

Intelligent Solution

Since implementing the new solution, Watchfire finds it solves their most important business issues. Microsoft Business Solutions allows them to produce a wide array of reports on varying schedules, provides management with a better view of the company budget, allows for easier budget reforecasting and offers integrated human resources functionality.

"[Microsoft Business Solutions] has allowed us to become significantly more sophisticated in the way we handle corporate forecasting, financial reporting and business intelligence."

John Smith
Manager, Financial Planning
Watchfire

Watchfire's new solution also integrates with Cognos PowerPlay, a business intelligence solution, via Corporate Renaissance Group's QuickOLAP. Sales Order Processing supplies data and, once the invoice posts, QuickOLAP creates Analysis Services cubes allowing for data analysis and reporting by PowerPlay.

The functionality of Microsoft Business Solutions and added analysis made possible by QuickOLAP enables the finance group to more fully see the overall financial picture and provide reports to decision makers more quickly, allowing them to make crucial business decisions immediately. Because of these high-end abilities, the new solution has helped Watchfire avoid many of the growing pains typically encountered when migrating to an enterprise-class solution.

Return on Investment

Microsoft Business Solutions capabilities provide low-cost benefits to Watchfire, including:

- **Reduced cycle time**—The solution makes it easier to handle sales orders and invoicing while at the same time getting invoices out faster.
- **Budgeting and forecasting**—Watchfire has a better view of the budget and quarterly reforecasting is simple.
- **Reporting**—Improved reporting processes give Watchfire the ability to produce detailed, customized reports anywhere from weekly to annually and even produce ad hoc reports when needed.
- **Reduced operational costs**—Microsoft Business Solutions has streamlined and automated processes, increasing efficiency among Watchfire employees.
- **Strong integration with the Microsoft Business Intelligence Platform**—Using QuickOLAP, Microsoft Business Solutions feeds information to Excel and PowerPlay, providing Watchfire with the business intelligence and analysis capabilities they need.

For more information about Microsoft Business Solutions, visit www.microsoft.com/BusinessSolutions

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