

ROI SHOWCASE

SBA Communications Corp.

WennSoft Inc. Case Study

SBA Communications Corp.

Boca Raton, FL

A telecommunications and wireless infrastructure provider.

Business processes improved:

The goals of the original system were to allow cost tracking and billing for site development efforts for the service division, and to allow tower cost tracking, depreciation, billing and collections for the Tower Ownership companies.

The Solution

WennSoft Job Cost was implemented in 2001 and is instrumental in allowing the construction division project managers to easily setup jobs, manage the jobs' financial status, and control costs associated with the jobs. The system is deployed to 165 users and provides remote access to over 40 offices nationwide. The WennSoft conversion project, which was part of a larger and further-reaching corporate consolidation, had very tight timelines, had extremely complex requirements, and was delivered on time. WennSoft personnel consistently provided an excellent work

product and were highly knowledgeable with the Job Cost vertical.

The Benefits

The system provides more valuable time savings on billing, revenue recognition, labor tracking, subcontractor management, region/area/territory summary, and use-tax calculation/reporting than the previous solution. In addition, it has allowed the entire company to report from the same GL and provided a more stable business operating system.

It allows Project Managers a more granular level of control over job costs while providing faster, more detailed job setup and estimate import, thereby allowing easier and faster access to cost control data.

Using WennSoft, SBA has established and maintained better and more detailed cost controls, in real-time and with better project management input. Also, by job costing PO's and allowing project managers to directly enter receiving entries, SBA's cost recognition cycle in jobs is shorter and the cost more accurate for each month end.

For internal accounting customers, the combination of WennSoft and

Microsoft Business Solutions software has reduced the month-end closing cycle from two weeks to three days for the construction companies.

For internal operations customers, SBA delivers better and more timely information they can use to manage jobs daily, as well as engage in more productive weekly and monthly management meetings. SBA is able to provide tower operation invoice runs with the same number of staff in the AR department, despite a significant increase in the number of leases.

Customers receive better cost data on delivered towers and more accurate invoice data for tower leases. When payment is received, the payments match more quickly and more easily to invoices, creating fewer confirmation calls to customers.



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