



# SALESFORCE ICS+

ANALYST

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## THE BOTTOM LINE

**ICS+ deployed Salesforce Sales Cloud, Service Cloud, Community Cloud, Quip, and Inbox, to provide one integrated platform for all client-focused data and collaboration.** Moving from NetSuite, e-mail, and a variety of spreadsheets and other tools enabled the company to streamline project management, increase data capture and collaboration, increase employee productivity, and accelerate collections by one-third while increasing client satisfaction.

ROI: **94.2%**

Payback: **6 weeks**

Average annual benefit: **\$185,663**

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## THE COMPANY

ICS+ specializes in building automation control systems, specializing in audio and video solutions for commercial properties such as hospitals, hotels, airports, and educational institutions, and for some large residential estates. Headquartered in Austin, TX, the company has been in business more than 10 years, growing as demand for custom video and audio installations in commercial properties has increased. Although the company has fewer than 10 employees, it completes roughly 100 to 115 client engagements each year.

## THE CHALLENGE

Because ICS+ creates custom solutions for each customer, it also creates custom billing for each of its clients. Although the company had NetSuite for enterprise resource planning (ERP) and an existing customer relationship management (CRM) application, most of its project management and custom billing was handled manually or in spreadsheets, with collaboration and information sharing on different projects mostly happening through e-mail. This made it difficult for the company to have a complete view of project status across its client base and was a drain on productivity for sales, project managers, and accounting who didn't have a single source of updated information on client projects.

The company sought a solution that would provide it with an integrated view of client data across the sales and delivery lifecycle, and one that would have the flexibility to enable it to make changes over time as its business changed without the need to bring in external consultants.

Cost : Benefit Ratio | **1 : 4.0**

## THE STRATEGY

ICS+ began considering a number of new CRM options in 2014 and ultimately selected Salesforce for two main reasons:

- **Functionality.** In reviewing Salesforce's capabilities across clouds as well as add-ons available from partners, the company knew that Salesforce could meet its somewhat unique needs.
- **Integrated collaboration.** The capabilities of Salesforce Chatter and Quip would enable ICS+ to use Salesforce as its customer system of record by keeping all client-related communication and collaboration within the same application.

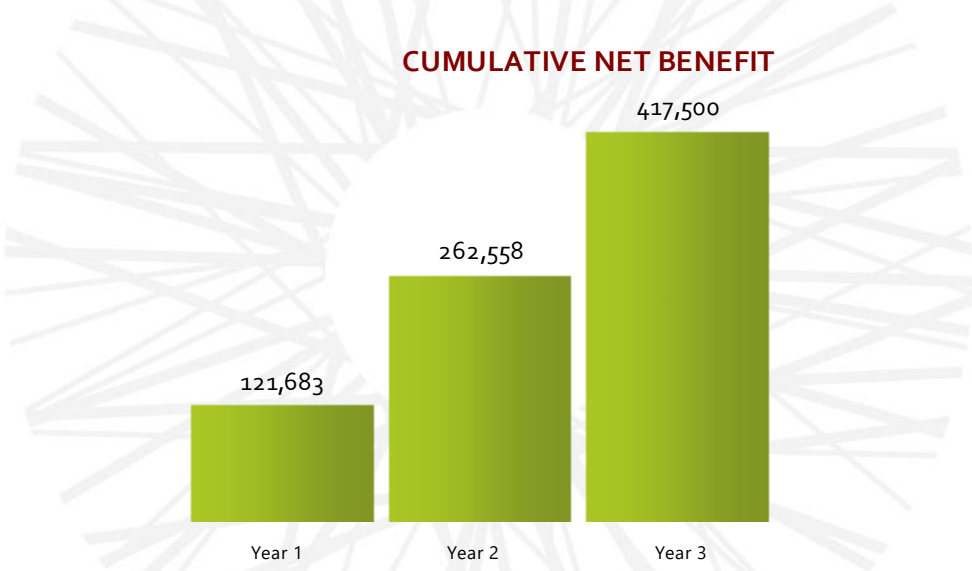
### TYPES OF BENEFITS



ICS+ took advantage of Salesforce’s Premier Success services, which enabled the company to accelerate its deployment. It started with Employee Apps, then added Customer Community, Salesforce CPQ, Quip for collaboration, and Salesforce Inbox. The company also took advantage of strategy consulting and implementation services from Cloud Co-Op, a Salesforce partner. The internal team created its own training and users had an initial 2-day training session. Ongoing training sessions are held to introduce new capabilities. The initial rollout was completed by August 2015, and the company continues to extend its use of Salesforce functionality and partner capabilities, recently adding e-signature.

## KEY BENEFIT AREAS

Deploying Salesforce has enabled ICS+ to continue to grow its business while improving its margins by having greater visibility into day-to-day operations.



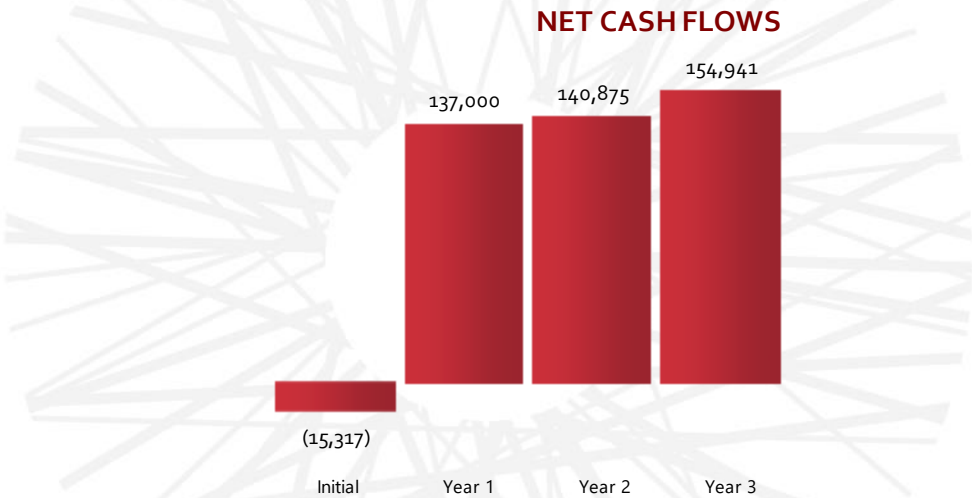
Key benefits of the project included:

- Increased productivity. Integration of quip with Salesforce and providing clients with access to Quip has reduced the amount of e-mail traffic by an average of 20 percent, with more precise details being captured within one system of record.
- Improved technology management. Moving from NetSuite enabled the company to significantly reduce its annual software license subscription fees while reducing the overall time needed to support technology.

- Change in working capital. Because of more timely and accurate project management data within Salesforce, ICS+ can invoice and collect from customers faster, shortening its accounts receivables cycle by 15 days.
- Increased sales. Tracking opportunities within Salesforce has enabled the company to track and close jobs better so it can both be more selective about opportunities it wants to pursue and close more deals.

## KEY COST AREAS

Costs of the project included annual software subscription fees, initial and ongoing personnel time to deploy and support Salesforce, training time, and external consulting costs which ICS+ uses on an ongoing basis as needed.



## LESSONS LEARNED

The low code and no code capabilities of Salesforce were an important factor in enabling ICS+ to make ongoing changes to its Salesforce footprint as its business needs evolved. Although the company has used some consulting services, it is able to perform many enhancements and custom modifications without the cost of outside help that was always needed when modifications to NetSuite needed to be made. It has also been able to leverage the Salesforce Success Community as a resource for support.

## CALCULATING THE ROI

Nucleus quantified the initial and ongoing costs of software subscription fees, consulting costs, personnel time, and time spent in training to quantify ICS+'s total investment in Salesforce.

Direct benefits quantified included the elimination of NetSuite license subscription fees and the elimination of both internal time and consultant's fees that were associated with supporting NetSuite. Indirect benefits quantified included the increase in productivity for sales, service, and administrative staff as well as the increase in productivity across the board as a result of Quip. These benefits were quantified based on the average annual fully loaded cost of the employees using productivity factor to account for the inefficient transfer of time between time saved and additional time worked. To avoid double counting, not included in the calculation were the increase in profits resulting from both increased revenues and improved margins driven by more effective opportunities, sales, and project tracking.



# FINANCIAL ANALYSIS

ICS+

Annual ROI: 942%

Payback period: 0.1 years

BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	140,694	140,694	140,694
Indirect	0	44,968	44,968	44,968
<b>Total per period</b>	0	185,663	185,663	185,663

COSTS - CAPITALIZED ASSETS	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
<b>Total per period</b>	0	0	0	0

COSTS - DEPRECIATION SCHEDULE	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
<b>Total per period</b>	0	0	0	0

COSTS - EXPENSED	Pre-start	Year 1	Year 2	Year 3
Software	8,908	16,566	16,566	0
Hardware	0	0	0	0
Consulting	0	2,500	2,000	4,500
Personnel	1,217	27,000	23,625	23,625
Training	5,192	2,596	2,596	2,596
Other	0	0	0	0
<b>Total per period</b>	15,317	48,662	44,787	30,721

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
All government taxes	45%			
Cost of capital	7.0%			
Net cash flow before taxes	(15,317)	137,000	140,875	154,941
Net cash flow after taxes	(8,424)	75,350	77,481	85,218
<b>Annual ROI - direct and indirect benefits</b>				<b>942%</b>
Annual ROI - direct benefits only				648%
Net Present Value (NPV)				199,235
<b>Payback period</b>				<b>0.1 years</b>
Average Annual Cost of Ownership				46,496
3-Year IRR				897%

All calculations are based on Nucleus Research's independent analysis of the expected costs and benefits associated with the solution.