

Connected Planning for Electra Link

Electra Link, a contractor of voice and data cabling, audiovisual systems, and integrated security, needed a solution that could automate its financial processes, create detailed analytical reporting on-demand, and develop and monitor performance metrics. With Prophix, Electra Link increased the accuracy and quality of their reporting and developed a more collaborative budgeting process that involves their C-Suite.

Business Challenges

Electra Link wanted to be able to create detailed analytical reporting on-demand that would improve their budgeting process. Their finance team also wanted to partner with a vendor who would support them throughout the implementation process and give them the tools to innovate.

Why Prophix?

After an unsuccessful implementation with Workday Adaptive Planning, Electra Link decided to pursue vendors with a robust customer support program and transparent pricing. When seeking a solution, the finance team prioritized ease of use, accuracy, dynamic reporting, budgeting, and job cost analysis.

Electra Link felt confident that Prophix's philosophy of 'seeking shared success' would equip them with the solutions they need, right when they needed them. Their finance team also wanted a solution with a proven track record of integrating with their ERP software, Viewpoint Spectrum. Electra Link chose a cloud deployment of Prophix to ensure they could access their data from anywhere, on any device.

Results

A cloud deployment of Prophix gives Electra Link's C-Suite the flexibility to access their data wherever there is internet connectivity. During their two-week implementation, Electra Link focused on building a budget, creating variance reports, and maintaining the integrity of their custom SQL tables.

With improved access to their data, Electra Link created a more collaborative budgeting process that involves their executive team. They can produce and publish budgetary reports to management in a timelier fashion, giving the Office of Finance more time to focus on strategic objectives.

At Electra Link, clients will find a place where technology, design and innovation come together. Electra Link has reinvented the way people think about the telecommunications industry, including Network Cabling, Voice and Data Cabling, Audio Visual Systems Integration, and Physical Security Integration. Electra Link takes pride in its Structured Network Cabling Systems, Design and Installation and Fiber Optic Cabling. Throughout Electra Link's more than 30-year history, the company has remained committed to providing customers the best-trained and best-equipped workforce possible. By maintaining a substantial inventory of state-of-the-art test equipment and continuing Electra Link's pledge to train employees regularly, consistent high-quality installations become a reality.

Operating: Since 1985

Website: www.electralink.com

Employees: 337

ERP: Viewpoint Spectrum

Prophix Customer Story

To increase the accuracy and quality of their budget, the finance team calculated their human resources cost projections at a granular level. Electra Link's personnel model also gives them the flexibility to adjust costs in response to global events, such as the COVID-19 pandemic. Both Electra Link's budget and personnel plans are easily comparable to actuals by utilizing the reporting capabilities of Prophix.

Automating their financial processes has reduced the time Electra Link staff spend on preparing financial statements. Their financial reporting now provides more depth to division managers with much better visibility into financial performance indicators.

Electra Link designed their dashboards and reports in Prophix to drive advanced analytic behavior in VP-level staff. Access to accurate, on-demand data has had an immeasurable impact on the business at both a macro and micro level. Overall, **Prophix has saved Electra Link over 80 hours a year on its budgeting processes.**

"As we continued through our model development, the seemingly limitless potential of Prophix was astonishing as compared to our previous budgeting software. To 'reframe the usual' we incorporated our entire job cost module, including metrics for analysis. This allows both a macro view of our financial data and enhances the analytics by including visibility at a granular level."

– Amy Sallee, Controller

Future Plans

With the support of the Customer Success Program (CSP), Electra Link plans to expand their use of Prophix to track fixed assets. The finance team also plans to build a job cost model that includes a commission schedule for their project managers. Building additional dashboards for their leadership team and project managers is also a priority for Electra Link.



About Prophix

Your business is evolving. And the way you plan and report on your business should evolve too. Prophix helps mid-market companies achieve their goals more successfully with innovative, cloud-based Corporate Performance Management (CPM) software. With Prophix, finance leaders improve profitability and minimize risk by automating budgeting, forecasting and reporting and puts the focus back on what matters most – uncovering business opportunities. Prophix supports your future with AI innovation that flexes to meet your strategic realities, today and tomorrow. Over 1,500 global companies rely on Prophix to transform the way they work.



www.prophix.com

Head Office

350 Burnhamthorpe Road W,
Suite 1000 • Mississauga, Ontario
Canada • L5B 3J1
+1 (905) 279 8711
info@prophix.com

Additional Offices

USA: +1 (800) 387 5915
UK: +44 (0) 118 900 1900
Europe: +45 7023 2375
DACH Region: +49 69 509 565 605
Brazil (Rio de Janeiro): +55 21 3094 3900
Brazil (São Paulo): +55 11 3583 1678