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Latisys Powers Up Accounting Solution and Reduces Time Spent Managing Payments by 95% Using Nodus' ePay Advantage Solution

Nodus Empowers Latisys to Improve their Customer Experience While Saving Time and Money

Solution Overview

Industry

Data Center Solutions

Benefits

Using Nodus' ePay Advantage, Latisys (Data393) yielded a significant ROI, improved operational efficiency, better cash flow and user experience which can be directly attributed to dramatic increases in revenue, productivity and customer service.

Software Used

ePay Advantage

About Latisys

Latisys is a data center company and leading provider of colocation, managed hosting, managed services and disaster recovery solutions, to all small and medium-sized businesses and enterprise customers. With a heritage serving business customers since 1994, and multiple high-density, SAS70 Type II certified data centers across the United States, Latisys offers scalable outsourced IT infrastructure management solutions that provide customers more of what they need, when they need it. As a data center-centric company, Latisys is quickly becoming the hosting company of choice for companies that demand more from their IT infrastructure partner. Call Latisys today at 1-888-423-3477 to learn more.

About RSM McGladrey

For almost 20 years, RSM McGladrey has helped nearly 1,500 clients implement Microsoft-based business management solutions. Consistently recognized as a top business partner for Microsoft Dynamics solutions, RSM McGladrey is also one of a select group of business partners included in Microsoft's Inner Circle and President's Club. As a Microsoft Gold Certified Partner, the company is able to provide superior response and support services. The people at RSM McGladrey work closely with key staff members to evaluate and address business needs. Technology consultants provide personalized service - from planning and implementation, to customization, to ongoing support and education. For more information, visit <http://www.rsmmcgladrey.com/microsoft>.

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"Nodus' ePay Advantage empowers our customers to schedule recurring payments or login monthly and use the payment method of their choosing. On the back end, ePay Advantage automatically applies payments to invoices and integrates directly with cash management for better cash position visibility. This gives us much needed insight into our financial situation."

- Dave Stevens, Credit Manager, Latisys

Summary

Latisys is a leading provider of space, power and access for small and mid-sized businesses. Enterprises rely on this data center to provide and house dedicated servers, colocation and other services. With over 1,000 shared hosting servers and another 800 plus customers with dedicated servers, the company accepts payments from over 1,600 customers each month.

"Approximately 50% of our customers have scheduled automatic credit card payments each month while the others require manual processing either sending a check, calling in to our call center or making a single online payment," said Dave Stevens, Credit Manager at Latisys. "Nodus ePay Advantage gives us the ability to let them pay in the manner that suits the way they do business."

Prior to implementing Nodus' ePay Advantage with Microsoft Dynamics GP, the company offered credit card processing as an option to their customers, but the actual management of the payments was handled manually, one transaction at a time. This was a labor-intensive process that took one to two days.

Leveraging the power of ePay Advantage, Latisys now allows users to login, view outstanding invoices and process electronic payments against those invoices. The payments are then integrated automatically into MS Dynamics GP. Data is encrypted and stored securely with this fully PCI-compliant solution.

"Nodus reduced the time spent processing transactions to less than 20 minutes per month," said Dave. "The solution also simplified reconciliation and has empowered us to easily manage the additional customers that have come to us from several acquisitions during the past year."

The Challenge

Latisys is a data center company and leading provider of colocation, managed hosting, managed services and disaster recovery solutions, to enterprise customers. Having grown into a dominant player in the small- and mid-sized business market, Latisys outgrew their existing accounting solution and planned a migration to Microsoft Dynamics GP. In need of a solution to complement their accounting package by automating billing processes and providing real-time payment processing, the company also required card number masking, multiple payment options and easily accessible payment histories in a fully-integrated solution.

“Latisys processes over 1,600 payments per month. Nodus’ ePay Advantage simplifies the payment process by enabling their customers to pay their invoices and view their payment history online. The net to the company is happy customers, lower operational costs and better competitive positioning.”

- Steve Sieber, Consultant, RSM McGladrey

“Nodus’ ePay Advantage provides vital electronic payment functionality with the highest level of security. Their seamless integration with Microsoft Dynamics GP makes it the ideal solution for businesses that process recurring payments to manage an online payment portal.”

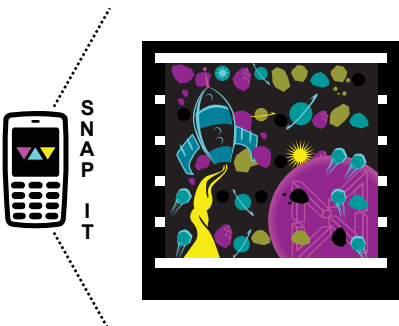
- Ed Cowen, CEO, TTD Enterprises



About Nodus Technologies, Inc.

Nodus® Technologies, Inc. is a leading provider of electronic payment automation software for small and mid-size companies. Nodus leverages Service Oriented Architecture and web service technologies to provide cost effective, comprehensive: e-commerce, electronic payments and retail management solutions for Microsoft Dynamics® ERP. Nodus® business solutions include eStore Solution Stack, Retail Advantage, ePay Advantage, Credit Card Advantage and other products and services.

For more information please visit:
www.nodus.com or call: (909) 482-4701.



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The Solution

After reviewing the company’s current needs and gaining an understanding of the direction they intended to move, Ed Cowen of TTD Enterprises presented Nodus’ ePay Advantage solution.

“We needed the solution to work seamlessly as though it were one complete system,” said Dave. “We didn’t want to be bothered troubleshooting parts. Nodus works so well, we forget that it’s not part of our Microsoft Dynamics GP system.”

Through its tight integration with the GP platform, Nodus ePay Advantage makes it possible for Latisys’ customers to login to the branded website, view outstanding invoices and process electronic payments against the invoices. The payments are then integrated automatically into MS Dynamics GP. In addition, the solution provides quick and secure verification of electronic payments for the accounting solution while the Credit Card Encryption feature ensures that the credit card information stored in Microsoft Dynamics GP meets the strictest standards for security.

“Nodus is the only company that offers fully-integrated credit card processing software along with the payment gateway, merchant account and electronic check processing services,” said Ed Cowen, Latisys’ initial consultant. “It was apparent that Latisys would benefit greatly from this well-rounded offering.”

Latisys implemented the solution over the course of several months. The technical team at Nodus worked closely with Latisys’ IT department and the reseller to ensure that the transition went smoothly. The company experienced the value of these solutions immediately upon implementation.

“Not only did we see a dramatic decrease in the time spent processing transactions, we were able to improve the experience for our customers by empowering them to manage their accounts online,” said Dave, “The ROI from this solution comes not only from real time saving, better cash flow management, but also from the enhanced user experience.”

Implementation Results

The integration of ePay Advantage and Dynamics GP yielded a significant ROI. Latisys improved operational efficiency and improved the user experience by creating a secure, robust online payment portal where customers could manage their accounts. In addition, the solution reduced the time spent processing payments for customers who still use more traditional methods of payment and slashed the time spent on reconciliation.

“Over the past year Latisys acquired several smaller data centers,” said Steve Sieber of RSM McGladrey who helped implement the solution. “Microsoft Dynamics GP and ePay Advantage have allowed them to migrate data from other accounting packages into their solution and get back to business without a hitch.”

Founded in 1994, Latisys has been in the acquisition mode for the past year. Operating in an industry that is intolerant of technological problems, the company doesn’t have time for errors.

“The solution does what it is supposed to do,” said Steve. “Any issues that arise are handled quickly and competently. ePay Advantage provides a tremendous value.”

Using ePay Advantage from Nodus, Latisys reduced the time it spent managing payments from an average of 12 hours to 20 minutes. That’s a time saving of over 95%. This efficiency enables the company to continue expanding to meet the growing demand for its services.

“At the end of the day, payments get processed and my team saves time, which means the company saves money,” said Dave. “ePay Advantage is a fantastic product.”