

Compusoft: Enabling data-driven decision making for a global powerhouse

Scaling for international expansions and future M&A activity

Who is Compusoft?



Compusoft (now Cyncly, following a merger with 2020) is a **global powerhouse with over 70,000 customers that provides visual CPQ in 100+ countries.**

It is a fast-growing, private equity-backed, market leading software (SaaS) provider that has **65+ years of industry experience in delivering specialised visualisation, sales, manufacturing, and content solutions** for its customers.

After years of rapid growth, Compusoft now has **500+ employees across Europe, North America, Africa, and APAC** and achieves an annual turnover of £80m.

"I now have the **real-time visibility and control needed** to guide the future global growth of the business ...



... I look forward to the **future benefits the NetSuite platform** has to offer ..."

The Challenge:

Compusoft faced **several challenges with its previous financial system** set-up, including:

- A **lack of visibility** of the business's day-to-day performance.
- No reporting for key decision makers until the **numbers were consolidated by the finance team in Excel spreadsheets.**
- **Manual and time-consuming billing & O2C processes.**
- All its local finance **teams used different accounting systems**, ranging from Visma Business to Sage and Excel, that were struggling to cope with Compusoft's growth.
- **Lengthy month-end process.**

This left Compusoft unable to make data-driven decisions and therefore unable to scale for international expansions and future M&A activity.

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The Solution:

Compusoft chose MacroFin due to its knowledge of financial process automation and its ability to provide custom-built solutions in NetSuite.

Using NetSuite's SuiteSuccess methodology together with enhanced customisations to accommodate the scale of Compusoft's operations, MacroFin delivered **an advanced NetSuite solution during the COVID-19 pandemic and rolled it out across 30+ subsidiaries in 15 countries**. This implementation was **high touch, with MacroFin working closely with Compusoft throughout the project**, especially during the user acceptance training and the data migration. MacroFin also implemented **phased go-lives with a pilot launch for the first round**, to ensure all subsidiaries could go-live within the required timeframe.

MacroFin applied its proprietary custom-built solutions to **solve a number of complex requirements, including:**

- An easy-to-use **PDF App allowing invoices to be quickly tailored** to local language and brand.
- **Automated and dynamic approvals** to ensure global cost control compliance.
- **Bank payment integration in Europe and Nordics** for fast reconciliation.
- A customised Dunning process to **improve cashflow in a customer friendly manner**.
- **Sales invoices are approved via SuiteLet**, to review invoices ahead of them being sent to customers.

The Benefits:

- **A single, consolidated view** of its complex international business.
- **A scalable and consistent billing** approach across all countries for a complex product set.
- **Faster processing of transactions through automation**, freeing up the finance team for value-added activities.
- **A standardised and improved global cost control process**.
- **Real-time KPI visibility**, financial consolidation, and management reporting across the business.
- **Actionable insights** to inform swift and strategic decision making.
- **A robust, scalable platform** to support continued international growth.

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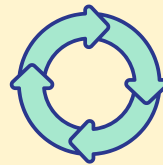
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Additional Benefits:

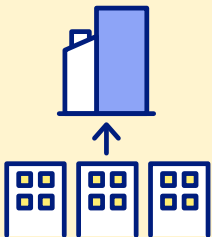
Compusoft also underwent a Phase 2 project with MacroFin which took it on a journey up the NetSuite SuiteSuccess stairway. This included:



A **Salesforce and NetSuite integration** with a complex customised billing solution.



The **automation of Compusoft's procurement process** through the introduction of purchase order controls.



The **addition of subsidiaries** in other countries through **M&A activity**.



Implementation of SuiteProjects.

"Our decision to **replace and consolidate our legacy accounting applications with NetSuite has proven to be a success.** This was made possible by the consulting services of MacroFin, whose technical and accounting expertise was particularly important when tailoring the system's Leading Practices to our needs and supporting us through the go-live process.

I now have the **real-time visibility and control needed to guide the future global growth of the business,** as well as the process automation and data consistency to make faster, more informed decisions.

I look forward to the future benefits the NetSuite platform has to offer, **through our ongoing partnership with the MacroFin team!"**

Terje Lundberg, Director of Finance, Compusoft Group

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Working with MacroFin - a trusted NetSuite partner:

MacroFin is a **leading NetSuite Alliance Partner** that has won multiple awards for its unrivalled NetSuite and Accounting expertise. Founded in 2018 by accountants for accountants, our multi-disciplined team includes **16 accounting and finance experts**, ensuring that finance remains at the heart of your NetSuite Solution.

In the past 12 months our team delivered **50 projects**, including **33 implementation go-lives**, and had the opportunity to work with companies who are revolutionising their industry, completing projects with **Zilch, Railsr, OnBuy, me&u and MotorWay**, to name a few. In addition, for the second consecutive year, we saw **MacroFin's customers account for more than 10% of the entire Deloitte Fast 50**, which is an annual list identifying the 50 fastest-growing tech companies in the UK.

300⁺

Projects Completed

60 completed NetSuite & SuiteSuccess implementations in the past 3 years

2022

EMEA Partner of the year

90+ NetSuite engagements across various industries

4

months average go-live

We implement quickly, typically within 4 months, helping you achieve faster ROI

