



Dendrite keeps it's eye on the ball...

Who are Dendrite?

Dendrite is a multinational organization that develops customized software for sales force automation. It's clients are pharmaceutical companies and it provides software for sales people using laptops. It operates in 16 countries in South America, Europe and the Far East. It has 750 employees in the US and 250 in Europe.

The mission

- Ensure accurate and timely billing of Customers
- Minimize billing delay
- Redirect resources from data entry, to analysis
- Provide Management with timely information

The solution

Obtain Software, Consultancy and Technical services from Timewatch plc and implement the **time**® time and cost accounting system with billing capabilities.

The results

- Invoicing lead time reduced from over six weeks to under a week
- All client charges accurately identified
- Automatic data entry has eliminated the cost of three members of staff who manually entered time sheets
- Project managers instantly see whether they are meeting their targets
- Negative impact of internal and external changes reduced because key operational activities are automatic and consistent

Customer Summary

"The technical staff from Timewatch worked very closely with us. They talked to financial controllers so that the database could be structured to suit our needs and they helped us customize, configure and enhance the software that we initially bought. They have been extremely good about incorporating product enhancements that have been suggested and have been very responsive in their dealings with us."

Terry Breithaupt Project Manager, Dendrite International

A key aspect of Dendrite's operations is keeping track of who is working on which projects. With growth at an average of 30% per annum in recent years the sales force and the level of revenue are constantly changing. The Company found that it was experiencing issues with its cost accounting system which did not have the flexibility that it required.

As Dendrite was using a system of Excel and paper timesheets, all data had to be retyped into a database. This not only tied up three administrative staff, it also meant that data accuracy was a concern. It was not easy to pull all the information together in a meaningful way once it was in the database, for example, to view a list of ongoing jobs and costs. There was no link between cost and revenue data so it was not possible to determine if a specific project was showing a profit or a loss. This was clearly a handicap to managers. In addition, it meant that there was no methodology for using past projects as the basis for future estimating.

In particular, the collection of revenue was being severely delayed. The records for one month would not be available until half way through the following month. By the time

that the accounts department had received and processed timesheets, invoices were being raised several weeks after the end of the relevant month.

In addition to this, the Chief Financial Officer was concerned that the company was not charging accurately for its services, especially for overtime. Dendrite estimated that it could be losing between 5% and 7% of time charged because of inaccurate documentation.

Dendrite set out to review its needs and investigate available options. It decided that the critical requirement was for a cost accounting system with invoicing capabilities and e-mail. After an extensive period of evaluating over 20 systems, Dendrite chose to work with Timewatch plc and implement **time®**.

As Terry explains, *"Timewatch's consultants have a lot of experience from other clients, so when we were setting up the new system they were able to point us in the right direction. Since then we have taken advantage of the Consultancy Support Service that Timewatch provides. We can call up at any time and ask for new queries,*

reports or advice. We can also request enhancements which means we have been able to configure the system to meet our exact requirements."

*"We have specific reports which contain an immense amount of data. Getting this to the right people quickly and in the right format is essential, and **time®** allows us to do that easily. Now our business managers are better informed and can make more timely decisions. On the old system, if work was coded to the wrong job, we could not recognize the mistake until the following month. With **time®**, any entry errors show up instantaneously so we can take control before discrepancies get bigger. It is now clear to us where our profit or loss lies."*

Dendrite operate with Client Teams, and even internally Client data is very, very confidential Terry notes. *"By using **time®** we are able to separate projects so that client confidentiality is maintained, and with secure connections we can send reports electronically."*

The results are clear: invoicing lead time has dropped dramatically from six weeks down to one week. The personnel who previously entered data to the central system have been assigned to more value-added activities. Dendrite knows that timesheet data is accurate and it can easily keep track of changes in personnel. The company is able to analyze recoverability, is confident that it is not under charging and can quickly identify cost in relation to revenue. Finance and Business Controllers receive the accurate and timely information they need and Dendrite has robust data on which to base future project proposals.



Product Summary

Dendrite implemented a **time®** multi-site Enterprise Solution running on SQL Server, with **personaltime™**, **centraltime™**, **timegate™**, **projecttime™** and **reporttime™**.