

ACUMATICA DELIVERS PROJECT ACCOUNTING TO THREE GROWING FIRMS

IntraCoastal Environmental

www.ICEResponse24.com

COMPANY

- Founded: 2010
- Location: Florida, Georgia, South Carolina; USA
- Industry: Environmental services in the marine and industrial industries

CHALLENGES - REQUIREMENTS

IntraCoastal Environmental specializes in complete oil spill response and environmental services, utilizing the most effective strategies, equipment and labor force, around the clock.

KEY RESULTS

- Deployed ERP system as a full-fledged business process system to differentiate itself against competitors
- Scaled project accounting across three separate entities
- Able to position itself for quick and unpredictable changes in the market
- Easily rolled out ERP to internal employees



“We asked Acumatica to automate time tracking for people working in the field. They listened and delivered the Acumatica Project module that allows us to accurately track project profitability.”

Charles Hutchinson • CFO, IntraCoastal Environmental

BUSINESS CHALLENGE

IntraCoastal Environmental (ICE) is an emergency response and environmental services company providing a total solution that helps its customers contain oil spillages by deploying an optimum mix of strategy, technique, equipment and talent around the clock, seven days a week, 365 days a year.

ICE also offers a variety of base environmental and industrial services. To allow ICE to continue to grow in an industry that is governed by strict regulations around the handling and disposal of hazardous materials, it became clear that a company-wide resource management system was required to empower its employees in the field and manage its sizable fleet of heavy vehicles and equipment.

At the same time, ICE had two sister companies still in their initial stages that would also require an ERP system to facilitate their further development. One, Vitalz, is a portal solution that serves healthcare providers and patients. The other, BizVibe, is a customer intelligence entity that collects customer experiences and feedback at the point of sale.

Given the complex and distinct needs of each entity, ICE decided to invest in a system that would be sufficiently versatile to allow all three companies to grow organically and through acquisitions.

SOFTWARE HISTORY AND EXISTING SOLUTION

ICE's previous solution was QuickBooks Enterprise Contractor edition, a legacy system that failed to meet the trio's multi-entity accounting requirements because each had different business models.

Being an accounting-only solution, QuickBooks was being stretched to its limits just with the combined company's 50 employees and \$7 million revenue. Rather than delay the inevitable, the decision was made to switch to a fully powered ERP solution that could scale. And only one solution was seriously considered—Acumatica.

WHY ACUMATICA?

ICE was familiar with Acumatica because the key decision-maker used Acumatica at a prior company. When evaluating Cloud ERP solutions, ICE already knew that Acumatica offered the following benefits over Intacct and NetSuite:

- a richer, more complete out-of-the-box feature set for multi-entity businesses;
- a lower total cost of ownership with a large number of users;
- the freedom to choose how to own and deploy their solution, and;
- an ease of roll out and flexible access.

FULLY LOADED, OUT-OF-THE-BOX

ICE preferred a solution that required no customizations or additional integration to work, but was versatile enough to

accommodate further development when required. Its tests showed that Acumatica was the best fit as it had the most features out-of-the-box at no extra cost, and it offered unparalleled customization capabilities. In particular, ICE's CFO, Charles Hutchinson, was especially impressed that Acumatica has continued to innovate and add to its growing in-built features, which he found refreshing in an industry of stale solutions.

"Two years ago, we told Acumatica that it was missing a professional services automation module—so they rolled out Acumatica Project Accounting. I enjoy the fact that Acumatica is not finished making its impressive product even better."

CHOICE OF DEPLOYMENT

Acumatica offered ICE the freedom to choose the software ownership and deployment model it would use. Even though the growth trajectories for Vitalz and BizVibe were unclear, ICE opted to purchase a license and host the solution in its own hosting facility for maximum agility.

UNLIMITED USERS, UNLIMITED POTENTIAL

With Acumatica, ICE found a solution that could be rolled out to every employee at no extra cost. As a result, ICE made Acumatica the cornerstone of its business process solution, and has plans to add functionality and incorporate more users as the company expands.

INTEGRATION PARTNERS

Acumatica works with value added resellers (VARs) to facilitate installation and implementation of their automation



solutions. ICE selected Progressive System Solutions, Inc. (PSS) because of their commitment to customer service and experienced professionals. PSS was able to help ICE set up their system and import their data in record time and has remained

"Acumatica makes it really easy for remote employees to access from anywhere. The simplicity of that cannot be overstated."

Charles Hutchinson
CFO, IntraCoastal Environmental

responsive to ICE's needs long after the sale, continuing to assist them as different modules and entities are brought online.

EASE OF ROLL OUT

ICE invested in Acumatica because Acumatica was easy and inexpensive to roll out to all employees, including those using different devices. With Acumatica, ICE's teams in the field, as well as its two sister companies, could easily access the ERP backbone for project and inventory updates across any device, without creating additional IT work or incurring extra costs.

Says Hutchinson:

"Acumatica positions us for growth and lets us establish our own workflows to keep up with our needs. We have ultimate flexibility to make sure our ERP works the way we need it to, not stuck with what used to work."



ICE provides a total solution that helps its customers contain oil spillages.