



With CashOnTime Collection, Sewan structured its recovery actions and cut its aged balance threefold

“ We got great support from the DIMO Software teams. The benefits of CashOnTime Collection are clear and you get a very fast return on investment. ”

The Sewan Administrative and Financial Director



A next-gen telecommunications company

Sewan is a **unified communications company** offering a wide range of services for companies: landline and mobile phones, collaborative messaging, high-speed internet access, and cloud hosting.

The company's mission is to **simplify and automate IT and telecoms usage** for large companies and government agencies with a 100% cloud-based, user-oriented approach.

Established in 2007, Sewan has experienced **very strong growth**, recognised multiple times by the Deloitte Technology Fast 50 awards programme. This success can be explained, in particular, by external growth: Sewan acquired Navaho in 2014 and Iperlink in 2015.

With this growth, Sewan Communications achieved **revenues of €47 million** in 2015 and has **190 employees**.

A need to shorten payment lead times

In the past, accountants for Sewan were in charge of collecting monies owed. However, the acquisition of

Navaho in 2014 made it vital to recruit a dedicated person in charge of payment collections. ‘When we acquired Navaho, **we saw major payment delays,**’ explains Sewan’s Administrative and Financial Director. In response, a ‘collections manager’ was hired in January 2015.

That person's job is to send reminders for unpaid invoices for more than **1500 customers**, whether for direct or indirect sales.

‘When I first started in my position, I was working in **Excel**. It was very **outdated, it was truly awful!**’ says the Collections Manager. ‘That’s why I very quickly started searching for a collections tool.’

The Collections Manager consulted with the main players in the collections software market. To make her choice, she had three criteria:

- an appropriate solution for **SMEs**
- a program that's **user-friendly** — easy to get the hang of and use on a daily basis
- a solution that can be implemented **quickly** and interfaced with the company's accounting software (Sage).

FOCUS

Company: Sewan

Sector: Telecommunications

Key figures:

- 190 employees
- 1500 customers
- Revenues of €47 M
- EBITDA €3.4 M (GOS 2015)

Solution:

CashOnTime Collection



SEWAN TESTIMONIAL

The Sewan teams were quickly won over by DIMO Software's CashOnTime Collection. This was particularly because the program allows **each salesperson to track their portfolio of customers in real time.**

Implementation carried out at lightning speed

There were just **two months** between Sewan's decision to buy CashOnTime Collection and its implementation there. Sewan's finance team appreciates the responsiveness and efficiency of the DIMO Software teams: **'We were very well supported by the DIMO Software teams. They met deadlines and the configuration was perfect. We received good advice, including best practices to implement.'**

Responsiveness & productivity

Every day at 2:00 PM, CashOnTime Collection is updated with the payments received in the morning. Automatic payment reminders were created according to customer type. The Collections Manager now just has to confirm by batch to send reminders (pre-deadline, post-deadline, and legal notification).

CashOnTime Collection has become a vital tool for Sewan Communications: **'CashOnTime Collection is my work tool. Today, I wouldn't be able to do my job without it,'** says the Collections Manager. 'It allows me to concentrate on the most complex tasks and those that add the most value to our business. **The time savings are considerable.'**

Sewan appreciates the **visibility** offered by CashOnTime Collection. Indeed, everyone at the company (sales, accounting, etc.) has visibility of their customer portfolios and their sums outstanding. That helps **promote adoption of a cash culture within the company.** They receive alerts if they have to intervene in a particular case.

An aged balance reduced threefold

The Administrative and Financial Director particularly appreciates the effects that CashOnTime Collection has had on Sewan's cash flow. 'When we were acquiring Navaho, we had a large volume of outstanding sums! **Thanks to the implementation of CashOnTime Collection and the structuring of our recovery actions, we cut our outstanding sums by two thirds.** We are now proud to have a normal aged balance. **The benefits of CashOnTime Collection are clear and you get a very fast return on investment,'** says Sewan Communications' Administrative and Financial Director.



Find out more at www.cashontime.com