

IFS Partner Case Study

Macro Integration Services handles growth, service contracts with IFS Field Service Management™



Macro Integration Services provides deployment, systems integration, and maintenance services to multi-site retailers nationwide. The company in 2017 selected IFS Field Service Management™ as its new system of record providing a single system for all inventory, project, maintenance and support information. To implement IFS Field Service Management, Macro partnered with Gogh Solutions, a Montreal-based IFS services partner.

Preparing for substantial growth

In selecting and implementing IFS Field Service Management, Macro was trying to solve one of the best problems a business can have—rapid growth.

“In the months leading up to our decision to purchase field service software and making a decision for IFS, Macro had been experiencing tremendous growth—in revenue, employees, customers and projects,” Macro Director of Business Development Mike Senn said. “Our year-over-year growth rate has been 50 percent. We were using a handful of unconnected systems and we realized that, as a business, if we were going to handle and sustain the growth we would have to have an enterprise system. We needed something that would allow inventory to talk to maintenance to talk to service tied together with projects. What we were doing was unsustainable.”

The urgency created by growth meant that the ability to deploy the software quickly and reliably while not interrupting the current business was critical.

“We went from contract signing to go-live very quickly,” Senn said. “From our initial kick-off with Gogh to go-live, the project took five months to complete.”

This rapid implementation is even more impressive given that Macro and Gogh integrated IFS Field Service Management with two applications Macro was already using—QuickBooks for accounting and FedEx for shipping.

About Macro Integration Services

Macro Integration Services provides premier retail and grocery chains with quality deployment, integration and maintenance services. The Macro approach is different. Each customer has a dedicated team of solution managers, relationship managers, and courteous and professional engineers. The team of professionals are 100 percent committed to work within the customer’s budget, schedule and scope of work. For Macro, it’s the people that make the difference. For more information, visit

macrointegrations.com



IFS Field Service Management has been integrated with QuickBooks before, but Gogh helped Macro through the first integration with IFS Field Service Management 5.7, which had just been released.

“It is working great,” Senn said. “All of the invoicing is done in IFS Field Service Management. The project managers review every request before vouchering and invoicing. Every night IFS Field Service Management generates a file that has all the fields that we use to populate QuickBooks, and we import them as pending invoices. The actual invoices are sent from QuickBooks just like before.

“IFS is the system of record for costs for service, parts and project costing. QuickBooks is our financial system of record. All of the revenue is flowing in from accounts receivable in QuickBooks. IFS Field Service Management is not a financial system and compliments our current operations.”

Prioritize and work in phases

With the weekly oversight of a corporate Steering Committee, the Macro team pursued a “crawl, walk, run” approach to implementation, and an initial phase focused on inventory, project management and service operations.

“We were getting busier and busier, but had little standardization in how we managed projects,” Senn said. “This incremental approach enabled us to add functionality while tweaking the way we are doing things.”

Senn also stresses the importance of a high level of focus and commitment—and adequate staffing—of the implementation.

“One of the biggest things that enabled us to meet the aggressive timeline was the dedicated staff on the Macro side. We knew the timeline on implementation normally gets delayed because the customer is sitting on things. When Gogh gave us something to do, we were able to turn it around in a day. And they put a lot of resources at our disposal too, adding resources as needed for the QuickBooks and FedEx integrations, our data management, documentation, training and our customer portal.”

About the partnership

With expertise in field service management (FSM), Gogh Solutions provides technology solutions and consulting services to clients across Canada and the United States. By leveraging industry best practices and the latest technologies from leading software vendors such as IFS, we assist organizations by implementing FSM solutions which facilitate the delivery of a seamless end-to-end service experience, increase revenue, improve productivity and provide greater visibility into their field operations business.

[For more information, please visit goghsolutions.com](https://goghsolutions.com)



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Mike Senn, Director of Business Development, Macro Integration Services

Preparing for advanced servitization

Macro has already standardized its core processes so they are robust enough to help the company scale as their multi-location retail customers rely on them more and more. But the company plans to more aggressively sell maintenance agreements, which will require a more advanced approach to contract lifecycle management

“Next steps will cover opportunity management for sales and quoting tied to opportunities,” Senn said. “As we grow our maintenance business, we will transform and add additional lines of service. Warranty management and contract management will be very important to us, and when the opportunity presents itself, we will be ready. Through all of this, IFS Field Service Management is the one platform that will provide the flexibility we need to grow.”

Benefits seen using IFS

- Standardized projectmanagement
- Robust multi-site inventory management, parts logistics and returns management
- Contract and warranty management for advanced servitization

Find out more

Further information, e-mail info@ifs.com, contact your local IFS office or visit our web site, ifs.com

