

**About Goodman Networks:**

- Leading provider of turnkey solutions for all phases of the telecommunications lifecycle
- An ISO 9001:2000/TL 9000-V certified telecommunications equipment services company
- Customers include carriers and OEMs in the wireless and wireline industries
- Five divisions with engineers, technicians, and project managers with expertise in wireless, wireline, outside plant operations, and VAR/ supply chain management
- [www.GoodmanNetworks.com](http://www.GoodmanNetworks.com)

**Goodman Networks achieves rapid financial and project reporting with Insight Software Suite for Oracle® E-Business Suite**

**“** *From an analytical perspective, Insight is valuable to me because I can easily get down to transaction-level detail quickly. Our accounting teams could not meet our close deadlines or our reporting package deadlines without Insight.* **”**

**Tisa Salazar**

Director of Financial Planning

Goodman Networks

**Organizational Challenge: Streamline reporting at a rapidly growing company**

Goodman Networks is a leader in providing solutions for the entire telecommunications lifecycle and has experienced rapid growth in its highly charged industry. In 2007, Deloitte & Touche listed Goodman as the 20th fastest growing technology company in Texas. The numbers were dramatic: based on a five-year survey of revenues, Goodman Networks showed an 840 percent increase in growth from 2002 to 2006.

As Goodman Networks grew, its homegrown business applications could no longer meet the company's needs. The software had little interconnectivity and required a lot of manual effort. Goodman implemented the Oracle E-Business Suite to provide the fully integrated, comprehensive suite of applications needed to meet the challenges of rapid change.

However, the company found that reporting was very time-consuming. "Reports could be thousands of pages, and then we would need to extract the data into Excel in order to work with it," says Tisa Salazar, Director of Financial Planning at Goodman Networks. "Or, a piece of information would be on one report, and another key piece on another report or not in a report at all. We spent a lot of time trying to gather data instead of actually being able to use reporting," she notes.

Goodman Networks began to look for a more user-friendly reporting solution that would save time and help the financial and accounting teams keep pace with Goodman's expanding needs for information and analysis.



## Benefits:

- Rapid access to detailed data for projects and financials helps Goodman keep pace with enormous company growth
- Easy access to data down to the transaction level helps facilitate review and analysis by financial, departmental and executive staff
- Security is assured without added effort, since Insight follows the authorizations already established in Oracle
- Time savings include: Oracle and Insight reduced the audit timeframe by a couple of months and monthly financial reporting that took three days is now reduced to one day
- Reports and inquiries are not only faster but also more detailed, with transaction-level detail and backup support that was not possible in the past

## Solution:

Oracle® E-Business Suite (Oracle EBS) version 11i

Insight Software Suite for Oracle EBS

- Insight Reporting™

## Solution: Insight Software Suite for Oracle EBS

“When we saw a demo of Insight for Oracle EBS, we realized we had found a solution that would help us get the information we need quickly,” says Tammy Eldridge, Financial Analyst, Goodman Networks.

Insight Reporting™ is designed to enable end users to easily build reports and perform ad-hoc inquiries from the general ledger, accounts payable, accounts receivable, and fixed assets in Oracle EBS. The Projects module speeds and simplifies the building of inquiries and customized reports on project costing and billing.

“We like the level of detail we get with Insight,” says Tisa Salazar, Director of Financial Planning, Goodman Networks. “With Oracle, our experience was that we needed to do a lot of digging to get information, and with Insight it’s quite easy,” adds Salazar.

After the installation and a day of one-on-one training with an InsightSoftware.com® representative, the Goodman team “hit the road running” with Insight, according to Salazar. “Insight is very intuitive. We were able to run reports almost immediately, and learning to build inquiries and do a bit more customization just took a couple of hours,” Salazar adds. “We haven’t really required much support, but InsightSoftware.com has provided timely help when we’ve needed it,” Salazar states.

Goodman accounting and financial team members use Insight on a daily basis. The wide range of inquiries and reports they create include project profitability by manager or region, monthly budget-versus-actual reports, expenditure inquiry by employee, income statement, and gross margin by line of business.

Salazar notes that Goodman continues to add new Insight users. “As we boast about the functionality of Insight, we find more people are interested in using it!,” she says.

“*Insight Reporting provides the transaction-level detail for projects with all of the attributes from the GL side such as region, account type and category. I have weekly and monthly reports that go to various departments in the company to provide that expenditure activity by project.*”

**Tisa Salazar**

Director of Financial Planning

Goodman Networks



Goodman also continues to expand the scope of the Software Suite as the company adds more Oracle modules. “For example, as we add Oracle inventory modules and an iProcurement module, we’ll either add columns or reassess what tables we are accessing, and this will expand the use of Insight here at Goodman,” Salazar adds.

### **Benefits: Rapid Access to Detailed Data for Projects and Financials**

For a service provider in the telecommunications industry, sustaining growth is a difficult challenge. Goodman’s leadership position is a testament to the excellence of its service and its business operations. Insight supports this ongoing success by helping Goodman teams retrieve financial and project data quickly and easily.

“With Insight, we can get data quickly, down to the transaction level, and summarize it. I can’t begin to place a value on that,” says Salazar. Noting that “the ease of getting to the data, and being able to quickly analyze it and turn it around to the requestor—that’s where Insight really adds value.”

For security purposes, some transactions have limited access across Goodman, and Insight follows the authorizations established in Oracle. “This provides us comfort that people see only what they need to see,” Eldridge emphasizes. “Since Insight follows the same authorizations already set up in Oracle, we don’t need to do it twice,” Eldridge states.

### **Wide Range of Project Reporting**

By using Insight Reporting™, the Goodman Networks team produces many significant reports, including project profitability. “I can pull project profitability for a specific project manager, a region, or a line of business,” says Eldridge.

To a service company like Goodman, personnel skill sets are a critical business issue. “Goodman uses Insight to get information to help us evaluate our available staff resources. Also, we can ‘slice and dice’ our costs for specific markets or regions using Insight,” notes Salazar.

Expenditure inquiries are another area where Insight Reporting™ is very useful, according to Salazar. “Insight Reporting provides the transaction-level detail for projects with all of the attributes from the GL side such as region, account type and category. I have weekly and monthly reports that go to various departments in the company to provide that expenditure activity by project,” Salazar says.

Using Insight, project detail can be summarized not only at the project level but also by employee and vendor among other parameters. In this way, expenditure information including airfare, lodging and car rental expenses enables Goodman to negotiate rates with vendors.

### **Keeping Pace with Rapid Change**

Goodman anticipates continued top-line growth in the double digits, according to Salazar. As the company grows and restructures, reports must be modified and more are added. “We’ve created some standard income statements, balance sheets, and budget-versus-actual reports in Insight, and we can change them easily. In this way, Insight makes company growth and transitions easier for us,” Salazar explains.



### **InsightSoftware.com's Solution**

Insight Software Suite for Oracle E-Business Suite empowers users to create simple, real-time inquiries to answer business questions. This improves productivity for reporting, analysis and reconciliations.

Companies using Insight gain quick access to information to increase efficiencies, enhance revenues, reduce costs and optimize cash flows.

## The Bottom Line:

For Goodman Networks, Insight Reporting™ for Oracle EBS enables end users to access data quickly, down to the transaction level, and summarize it. Requestors including executive management, departmental staff, and auditors can see the information they need in a timely manner with transaction-level detail and backup support that was not possible in the past.

Goodman accounting teams could not meet close deadlines or reporting package deadlines without Insight Software. Other examples of time savings include a reduced audit timeframe and three days of monthly financial reporting cut to only one with Insight.

## Detailed Data Saves Time

Salazar notes that the level of detail provided by Insight Reporting™ reduces follow-up questions and requests, saving time for her and for requestors. “For example, we create journal entries for the financials to move between different projects and different divisions of the company. Using Insight, I can easily get the level of detail that the managers want to see. It stops a lot of phone calls asking things like ‘what is this charge for?’,” she states.

On a monthly basis, Eldridge creates budget-versus-actual reports for review by all of Goodman’s departments. “Insight allows me to provide a great deal of detail down to the transaction level. I can easily format it once I run the report, and the departmental review is easier, because they can see every GL or AP transaction that makes up the account balances,” she explains.

## Fast Results with Dependable Integrity

As Goodman continues to grow, the number of transactions also grows. “Of course, there are no more hours in the day! Insight helps us keep up, because we can get information quickly, analyze it quickly and move on to other tasks,” Salazar says. “With Insight, my machine is not tied up long, and the ease of adding fields and custom columns saves a lot of time,” she adds.

“If I need to export something out of Oracle, sometimes it has a record limitation, and that can tie up my machine for 20 minutes,” Salazar explains. “With Insight, I can do it in just a few minutes—and have all the columns that I need—with the same level of integrity,” she notes.

For the reports that Salazar produces on a monthly basis, Insight Reporting™ has reduced the effort from about three days to just one. “That includes all of the reporting and formatting and getting the reports ready to go. But with Insight, I can also add transaction-level detail and backup support that I couldn’t supply in the past,” Salazar adds.

With Oracle EBS and Insight in place, the audit timeframe at Goodman was reduced by a couple of months. “We had new auditors this year, so they may not have known the difference, but our executive management team certainly did,” Salazar stated. Eldridge adds that for one major component of the audit, she needed to extract data out of the Oracle Accounts Receivable module. “I don’t touch that module in Oracle on a regular basis. Without Insight, I would not know how to begin to get that data out of our system. With Insight, I was able to deliver it very quickly,” she concludes.

For more information please visit [www.InsightSoftware.com](http://www.InsightSoftware.com)

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