

Case Study

SOUND INCORPORATED



"Working with GreatAmerica has transformed our cash flow."



Steve Kocimski
Director of Sales
Sound Incorporated

Sound Incorporated boosts cash flow, reduces DSO and increases sales through partnership with GreatAmerica.

CHALLENGES

The rise of the Cloud is forcing companies like Sound Incorporated to re-think how they are positioning their equipment and service to customers. Customers are shifting away from owning the hardware, and as Steve Kocimski, Director of Sales at Sound Incorporated explains, "Whether it be hosted voice or cloud computing, customers have the mindset of an operational cost versus a capital purchase."



THE SOLUTION

Sound Incorporated learned about the as-a-Service model, and contacted GreatAmerica to help them build it. Several months later the Sound Decision program was born, allowing Sound Incorporated to sell their hardware and service to the customer for a single monthly payment.

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RESULTS

The Sound Decision program resulted in the benefits Sound Incorporated expected. "In one year's time we've increased our sales somewhere around five times," said Kocimski.

Those additional sales will turn into a five-year sales pipeline when the customer can refresh their equipment.

Two unexpected benefits of the Sound Decision program are increased cash flow and reduced Days Sales Outstanding (DSO).

Sound Incorporated requires down payments for their cash sales. Many times sales reps and accounting staff would call for months before getting the down payment from the customer, inhibiting the cash flow and spiking DSO. That process of collection would be repeated when the job was done. Now, GreatAmerica pays Sound Incorporated for the equipment and labor, without ever bothering the customer.

RECOMMENDATIONS

Sound Incorporated is a healthier, more successful company with the Sound Decision offering backed by GreatAmerica. Through the expertise and guidance of GreatAmerica's team, Sound Inc. is able to provide their customers with a financial comparison that explains the benefits of their program simply and effectively.

By having trusted financial advisors at their fingertips, sales reps get to focus on reaching more clientele and providing quality services and not chasing down checks.

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ABOUT SOUND INCORPORATED

Sound Incorporated is a privately held corporation established in 1963. Located in Naperville, Illinois, Sound Inc. provides innovative technology solutions in the areas of voice and data, sound, security, carrier, and managed IT services. They are a solutions provider with a staff of highly trained professionals who provide installations, service, and maintenance to help organizations achieve their goals. Using a holistic approach in their solutions method, Sound Inc. caters to a diverse clientele—from small, local businesses to large, Fortune 100 corporations.

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