

BT Conferencing Adapting to Acquisition Change with Advanced Revenue & Expense Deferrals



When Wire One Communications was acquired by the BT Group, plc. many changes shaped the transition to BT Conferencing, the new division under the BT Group. With these changes the Advanced Revenue & Expense Deferrals product helped them adapt and meet the demands placed on the accounting and finance teams. This continued ROI has helped them manage their growing base of over 10,000 deferral accounts.

“With the amount of growth BT Conferencing has seen since I have joined, I know that we needed a solution like the Advanced Revenue & Expense Deferrals to allow us to account for all of the new deferrals we would be creating.”

-Paul Fortson

*Director of Financial
Systems*

BT Conferencing

In April of 2008 Wire One Communications was acquired by the BT Group, plc. in the United Kingdom, as part of BT's expansion plans into the conferencing technologies space. Still focusing on providing state of the art conferencing technologies, such as audio, video and web-based collaboration services, the new subsidiary BT Conferencing was soon poised to become the foremost player in UK's growing conferencing market. As a publicly traded 32 billion dollar company, The BT Group, plc. had to meet strict regulations for compliance. With BT Conferencing being just a small division of The BT Group, they had to adapt to these workflow requirements.

Within these new workflows, reporting became more frequent with a formal monthly revenue report being sent to a Hyperion reporting system for the BT Group's overall financial compliance. Additionally, with their growth continuing at a rapid pace, they still had to make the best use of their existing resources. Back in 2006 the company had purchased Binary Stream's Advanced Revenue & Expense Deferrals software and the continued use of this software helped them adapt to these changes and meet their required reporting standards.





“Since I have come on board, the Advanced Revenue & Expense Deferrals software has paid for itself more than once over. Having this solution to help us manage over 10,000 deferred contracts is an essential part of our financial processing.”

-Paul Fortson

Director of Financial Systems

BT Conferencing

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Case Study

A Good Decision & Recurring Value

Ramping up Financial Reporting

With the acquisition transition financial reporting became more important than ever. The Advanced Revenue & Expense Deferrals software had been helping BT Conferencing manage their required deferrals for some time already. This was essential for their monthly, quarterly and annual reporting for revenue recognition. With approximately 25 to 30 million dollars deferred annually, the deferral accounts managed a great deal of data encompassing thousands of clients.

Forecasting revenue streams for the future were becoming more formalized. Regular forecasting was now being created for five years into the future and period forecasts were created monthly with sales. Having existing data to tell them the revenue streams scheduled for the next 12 to 36 months helped form a solid basis for these calculations and provided greater accuracy. “For a public company like BT it is of great importance to know how much money they have in the bank now and in years to come,” stated Paul Fortson, BT Conferencing Director of Financial Systems.

Managing Growth in a busy Accounting Department

BT Communications has continued to grow rapidly since 2006, adding anywhere from 300 to 700 new deferral schedules a month. Currently supporting over 10,000 existing deferral schedules within the Advanced Revenue & Expense Deferrals software, Paul noted “With

Since their original purchase of Binary Stream’s Advanced Revenue & Expense Deferrals BT Conferencing’s use of the software has evolved under the needs of the acquisition. Although already involved in many of their processes, the requirements refined their use of the product and continued to show scalability

the amount of growth BT Conferencing has seen since I have joined, I know that we needed a solution like the Advanced Revenue & Expense Deferrals to allow us to account for all of the new deferrals we would be creating.” With this flexibility this software has provided BT Conferencing the ability to scale to this growth and meet their future needs.

Best Use of Existing Resources

When Paul joined BT Conferencing, one employee was working solely on deferrals, maintaining a dual system of spreadsheets and the Advanced Revenue & Expense Deferrals. Once the full transition to the Advanced Revenue & Expense Deferrals was complete they realigned their resources to have one person in charge of their financial department who also managed their deferral schedules.

With this task making up around 10% of their day, this employee now is able to also manage all the other tasks related to running the financial department. This reallocation of time allowed BT Conferencing to make better use of their existing resources and add value to the financial team without adding additional costs.



A Continued ROI

with their growth. “Since I have come on board,” said Paul, “the Advanced Revenue & Expense Deferrals software has paid for itself more than once over. Having this solution to help us manage over 10,000 deferred contracts is an essential part of our financial processing.”