# **Codility Case Study**

How NetSuite helped Codility Prepare for Growth Whilst Bracing for Economic Downturn



Employees: 140+

**Industry:** Software & Recruitment

Head Office: San Francisco, CA

Website: codility.com

Locations: London, United Kingdom

Warsaw, Poland Berlin, Germany

## The Client

Codility, a San Francisco-based company, has been a game-changer in the tech industry since its inception in 2009. The company offers a SaaS platform that evaluates the skills of software engineers, making it an invaluable tool for businesses looking to hire top-tier talent. Codility's services have been utilised by more than 1,200 businesses globally, including tech giants like Microsoft, PayPal, Slack, and Tesla.

## The Need for Change

As Codility expanded its operations, its legacy accounting solution, Xero, was unable to handle the complexity of managing multiple entities across the UK, Germany, Poland, and the US. The need for a robust solution to manage their financials became apparent.

They also needed a solution that could integrate into their CRM and eCommerce to provide centralised information and real-time reporting.

#### Managing Multiple Entities

Codility's operations spanned across the UK, Germany, Poland, and the US. Each of these locations functioned as a separate entity, and managing the financials for each of these entities was a complex task. The company's legacy accounting solution, Xero, was not equipped to handle the intricacies of managing multiple entities, leading to inefficiencies and inaccuracies in financial reporting.

#### **Inefficient Processes**

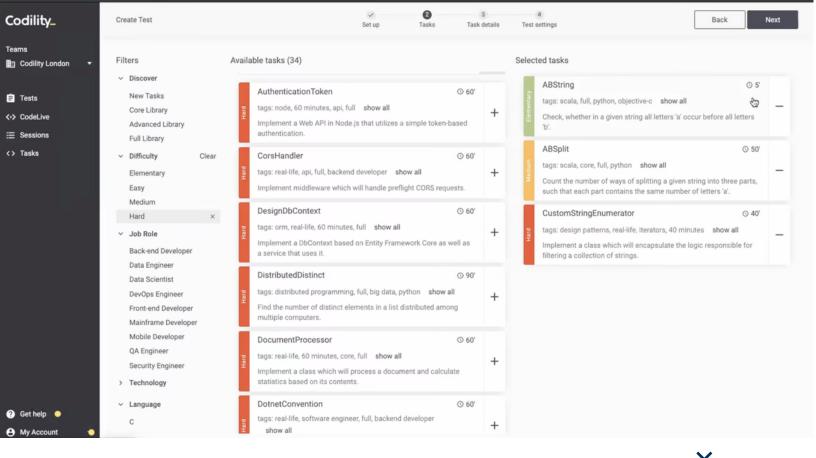
The use of manual processes for data entry and spreadsheet management led to inefficiencies and increased the risk of errors. This was particularly evident in the Accounts Receivable process, where data had to be manually entered into invoices in Xero, with revenue recognition information kept on a separate spreadsheet.

#### Lack of Integration

The lack of integration between Xero and Salesforce meant that the sales team's data was not synced with the accounting system. This lack of integration led to inefficiencies and made it difficult to have a unified view of the company's financial performance.

These challenges underscored the need for a robust and comprehensive solution that could handle Codility's unique needs and support its continued growth. The decision to implement NetSuite, with the help of CEBA Solutions, was a strategic move to address these challenges and streamline Codility's operations.





# **Partnering with CEBA Solutions**

CEBA Solutions, a San Francisco-based company specialising in implementing and supporting Oracle NetSuite ERP Solution Partner, was brought on board to ensure a successful implementation. CEBA Solutions' expertise in ERP implementation and integration made them the perfect partner for Codility.

#### **Understanding Codility's Needs**

CEBA Solutions conducted a thorough analysis of Codility's business processes and needs. They tailored the NetSuite solution to meet these requirements, ensuring seamless integration with Codility's existing systems.

## Streamlining Operations

The implementation of NetSuite not only streamlined Codility's operations but also automated several processes. The integration of NetSuite and Salesforce for the sales team eliminated the need for manual data entry and spreadsheet management, significantly improving efficiency.



After a rocky start with our first partner, we made the decision to switch to CEBA Solutions. The team at CEBA are problem solvers and solution finders. They give honest advice and really take the time to understand the business requirements before proposing solutions. Partnering with CEBA has delivered Codility some great outcomes.



# The Impact of Implementing NetSuite





#### Accounts Payable

Enhanced Visibility and Efficiency

The implementation of NetSuite led to a marked improvement in Codility's Accounts Payable process. The system provided a consolidated view of all vendors, improving visibility and making it easier to manage payments.

One of the key enhancements was the system's ability to spot duplicate invoices. This feature reduced the risk of overpayments and helped maintain accurate financial records. Additionally, NetSuite's alert system was set up to notify the team of upcoming payments, ensuring that no payments were missed and helping maintain good relationships with vendors.



#### Accounts Receivable

Streamlined Workflow and Reduced Rework

NetSuite's impact was also felt in the Accounts Receivable department. NetSuite's workflow automation feature was used to manage approvals, ensuring a smooth and efficient process from order to cash.

The system also ensured that no orders were missed, reducing the risk of revenue loss. Additionally, the automated process reduced the need for rework, saving time and improving efficiency.



# General Ledger & Reporting

Simplified and Customised Reporting NetSuite's General Ledger & Reporting tools simplified the process of creating critical financial management reports, a task that was very difficult previously. The system allowed for a simplified chart of accounts, making it easier to manage and track financial data.

One of the key features of NetSuite was its ability to run reports by department, location, and product categories. This feature provided Codility with the flexibility to customise their reports based on their specific needs, providing them with the insights they needed to make informed business decisions.



#### Cashflow Management

Streamlined Processes and Improved Visibility

Cashflow management was another area that saw significant improvements with the implementation of NetSuite. The system allowed for daily bank reconciliations, ensuring that Codility's financial records were always up-to-date.

The process of managing intercompany transactions and cash transfers was also automated, reducing the time and effort required to manage these transactions. This feature was particularly beneficial for Codility, given their operations across multiple locations.



# Codility's Future Plans with NetSuite



Following the successful implementation of NetSuite, Codility is keen to further leverage the system's capabilities to enhance its operational efficiency and support its growth.

#### Exploring the PO **System**

One of the key areas Codility plans to explore is the Purchase Order (PO) system. By leveraging NetSuite's PO system, Codility aims to automate and streamline its procurement process, reducing manual work and improving accuracy.

## Expanding Integrations

Codility also plans to further enhance the integration between Salesforce and NetSuite. While the current integration NetSuite, Codility is looking at a two-way integration. This would provide the sales team with live customer accounting status, enhancing communication.

## **Enhancing Automations**

Automation is another area Codility is keen to explore. They plan to automate processes such as auto-renewals and allows for data syncing from Salesforce to subscription expiry reminders. This will not only save time but also improve customer service by ensuring timely communication with customers.

#### Future Outlook: Codility's Strategic Growth and Innovation Plans

Codility has a strategic roadmap for growth and innovation to ensure its continued success in the tech industry. The company plans to diversify its product offerings to cater to a broader range of customer needs, aiming to both attract new customers and provide more comprehensive solutions to existing ones.

In addition to product diversification, Codility is also eyeing expanding its footprint, especially in the European and US markets. This move is expected to enlarge their customer base and open up new opportunities for the company.

Furthermore, Codility is keenly aware of the rapid advancements in Artificial Intelligence (AI) and is committed to staying relevant in this dynamic landscape. The company plans to continually innovate and adapt its products to meet the evolving needs of the tech industry, ensuring its offerings remain competitive and valuable to its customers.

## The Power of Effective Partnerships and the Right Technology

Codility's successful implementation of NetSuite, with the help of CEBA Solutions, is a testament to the power of effective partnerships and the right technology. The partnership with CEBA Solutions provided Codility with the expertise and support they needed to transition to a new system smoothly.

With NetSuite, Codility has been able to significantly improve its operational efficiency and streamline its processes. This has not only supported their current operations but also positioned them well for future growth. Codility's success with NetSuite demonstrates how a well-implemented ERP system can significantly improve operational efficiency, streamline processes, and support business growth.

