tvarana

Bridgehead IT



BULK EMAIL INVOICES

SUCCESS STORY: BRIDGEHEAD IT

Optimizing AR Efficiency and Increasing Revenue

RESULTS ACHIEVED



5.7x more
invoices processed



$2 mil
successfully recovered through collections



4.7x more
revenue collected from 2023 to 2024



200x
ROI with Bulk Email Invoices

"The best way to sum up what Bulk Email Invoices can do for your business is 'improve efficiency'. NetSuite is not capable of sending out multiple invoices in a single email to multiple contacts. BEI provided an easy to use solution that allows us to easily accomplish this task. And thats exactly what we were looking for -- the real ease of use in enabling the process change.

We would absolutely recommend Bulk Email Invoices to others! BEI is an excellent enhancement for NetSuite. It provides an easy to use interface for our AR team and has a great support team!"

Chris Brandvik, COO, Bridgehead IT

★★★★★



BRIDGEHEAD IT

Bridgehead IT, headquartered in San Antonio, Texas, is a leading IT services provider known for delivering innovative technology solutions to businesses of all sizes. With a team of over 100 skilled professionals, the company has grown to become a trusted partner for organizations seeking to enhance their IT infrastructure, cybersecurity, and digital transformation efforts. As of 2023, Bridgehead IT has achieved an annual revenue surpassing $10 million, reflecting the company's dedication to delivering tailored solutions to meet its clients' needs.

THE PROBLEM

- Bridgehead IT's NetSuite implementation initially seemed smooth, but after going live in August 2024, critical issues emerged. As a transaction-heavy company, they encountered serious limitations with NetSuite, including the inability to send bulk mass emails and missing essential Accounts Receivable functionalities.
- Key challenges included:
- Gaps in sending invoices to multiple email addresses and attaching multiple invoices, disrupting their AR processes.
- The inability to efficiently view open invoices based on aging (e.g., 40 days overdue), while excluding those not overdue.
- The need to avoid bombarding clients with multiple emails containing single invoices, preferring a solution that could merge all invoices into one.
- A system to track follow-up emails and the flexibility to send invoices to individual customers when necessary.
- The requirement to include sales reps/account managers in collections emails for better client follow-up, while ensuring they were excluded from invoicing emails.

These issues severely impacted Bridgehead IT's AR efficiency and client communication, highlighting the need for a more robust and tailored solution.



THE SOLUTION

- **Bulk Email Mastery:** Tvarana implemented the Bulk Email Invoice (BEI) SuiteApp in 2024 to streamline and automate Bridgehead IT's invoice processing system
- **Smart Invoice Consolidation:** BEI allowed the company to send bulk mass emails efficiently, merge multiple invoices into a single email, and track follow-up communications
- **Precision Targeting:** BEI provided the capability to view invoices based on aging and allowed for selective email sending to individual customers
- **Enhanced Team Collaboration:** The solution also enabled the inclusion of sales reps/account managers in collections emails, enhancing in-person follow-ups without cluttering invoicing communications

THE RESULT

The implementation of BEI marked a turning point for Bridgehead IT, significantly boosting their invoice processing efficiency, accelerating payment cycles, and strengthening customer relationships. It not only streamlined operations but also positioned the company for improved financial health and sustained growth. More specifically, Bridgehead IT saw:

- **469% increase in processed invoices (104 to 592)**
- **$2.28M collected from 529 out of 676 invoices**
- **13.42% of customer emails managed by BEI**
- **384% year-over-year payment boost**
- **Average payment time slashed to 11.5 days**

The result was streamlined operations, improved cash flow, and stronger customer relationships, solidifying Bridgehead IT's financial stability.



THANK YOU FOR YOUR INTEREST IN TVARANA!

Learn more about
Bulk Email Invoices

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