



How Triniti helped Limelight Networks improve customer satisfaction and internal efficiency by revamping their accounting processes

**CASE  
STUDY**



# A delighted Customer's Response

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*“WOW! The new invoice provides all the information that someone would need. It provides account, total usage charges and a breakdown of detail charges. You can tell a lot of work has gone into this all encompassing invoice/report! Congratulations - a job well done!”*

- A Limelight end customer's response upon receiving the new redesigned invoice post-implementation. It bears testimony to Triniti's methodology to focus on customer's customer.



# Background

- ➔ Limelight Networks is a market leading content delivery network (CDN)
- ➔ Limelight enables companies deliver fast and reliable websites, applications, OTT video, gaming and software downloads
- ➔ To support it's complex billing structure, Limelight uses Oracle Financials. A completely customized Oracle Service Contracts module is used for billing
- ➔ Facing significant issues in General ledger, Limelight needed to improve efficiencies in their accounting processes
- ➔ In 2014, Limelight engaged Trinita for this initiative for their expertise in Oracle and in manufacturing (even though CDN is a non-manufacturing industry)
- ➔ Trinita leveraged it's expertise in LEAN and **TRI**<sup>2</sup> Suite (Trinita Rapid Implementation and Integration) to achieve project goals.

# Challenges

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Triniti's root cause analysis of problems in Limelight's General Ledger uncovered the following symptoms:

- Manual and inefficient order booking
- Inefficient billing on account of manual processes causing errors
- Cumbersome revenue recognition
- Customer dissatisfaction
- Disconnected AR and GL
- No transparency in customer invoice due to lack of structured data in Oracle



Detailed issues in subledgers, operations revealed suboptimal use of Oracle ERP



Limelight was considering replacing Oracle Service Contracts with Order Management to replace the customer invoicing.

# Results



**Period close cycle** has improved 350% - from one week to 2 days



**Complete transparency** in outbound invoices, creating a relationship of high trust with customers



**Significant reduction** in billing errors (~200% reduction in manual credits)



**Reduction in personnel cost** for billing team



**Control on Product and Product bundles** to create a service contract, fully synchronized with the price book



**Period of rolling out a complex plan** cut down to less than a week

# Customer Satisfaction

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*"Triniti helped us implement a complete overhaul of our provisioning, billing and Invoicing applications. When we encountered a challenge, they would work together with us to understand the problem and helped develop a robust solution, yielding accurate and efficient results with strong controls. A great team with focus on Limelight's best interests."*

**- Dan Boncel, VP of Finance and Principal Accounting Officer**



## Solution : **LEAN and TRI<sup>2</sup> Suite**

- A powerful combination for process re-engineering

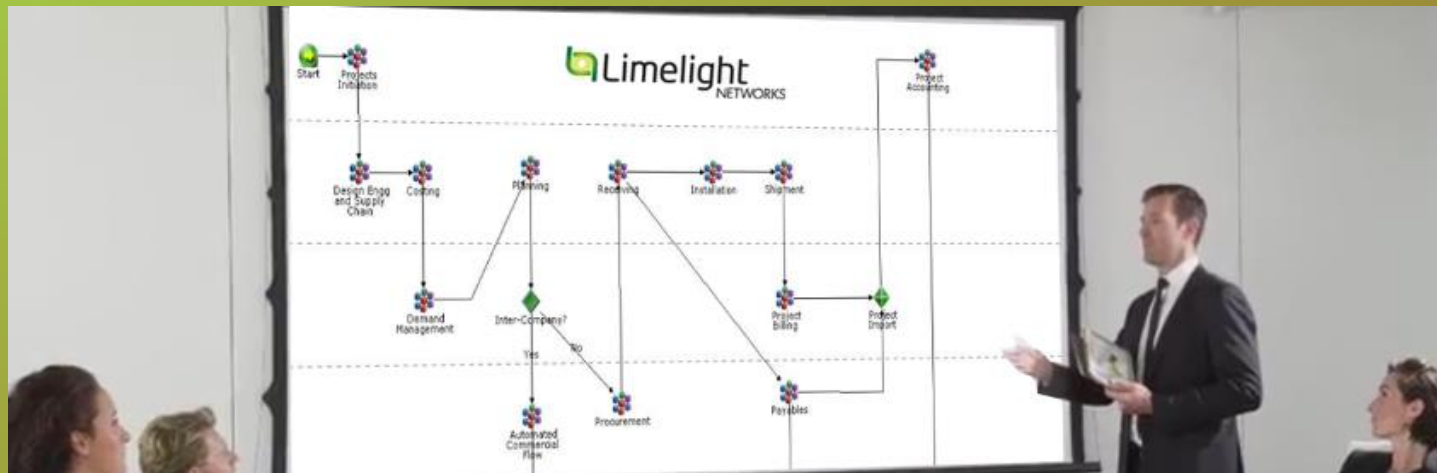
- ➡ As experts in LEAN methodology, Trinita proposed the LEAN approach to revamp Limelight's Q2C(quote-to-cash) and P2P(procure-to-pay) Business Process
- ➡ The team comprised 4 onsite and 4 offsite consultants from Trinita
- ➡ Limelight selected Trinita's **TRI<sup>2</sup>** Suite technology as a core tool for business process improvement

**TRI<sup>2</sup>** Suite brought efficiencies to the project in a number of core areas



## Solution : **Business Analysis**

- ➔ At kickoff, Triniti set clear goals, interviewed stakeholders and analyzed activities, focusing on Limelight's customer experiences
- ➔ Triniti deployed the following tools:
  - TRI<sup>2</sup> Business Process Modeler to graphically map the existing process and break them down to activities
  - Each activity's value analysis for Muda, Mura, Muri (LEAN concepts) to identify inefficiencies

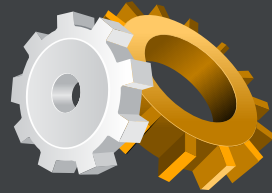


Combining LEAN with Triniti TRI<sup>2</sup>, Triniti was able to identify gaps, inefficiencies, and lack of automation in the existing Oracle solution



# Solution : Strategy & Execution

Triniti recommended and executed a comprehensive solution consisting of the following:



01

## Enhancing

Oracle footprint for order management, billing and pricing

02

## Automating

contracts, renewals, revenue recognition, price quotes, payments and P.O. to Invoice matching

03

## Improving

customer transparency with redesigned invoice

04

## Integrating

Data collection from edge system to pinpoint revenue leaks

05

## Employing

scalable architecture to 'future proof' accounting systems

*The combination of the **TRI<sup>2</sup>** Suite with the **LEAN** methodology allowed Limelight to pinpoint the value of each improvement and prioritize accordingly*

# Solution : Recommendations

(Efficiencies recommended by Trinité)

- ➔ Redesign the Item master and create configurable products with governance and control
- ➔ Implement additional modules of Oracle ERP that were *already licensed*
- ➔ Enhance out-of-the-box integration between Oracle Order Management & Oracle Service Contracts (native integration is very rudimentary and prone to errors)
- ➔ Automate integration with edge data collection system and provisioning
- ➔ Create Purchase order for assets and line items at unit level with serial control
- ➔ Automate Receiving and use 1-step acceptance
- ➔ Automate accounting based on POP (point of presence)
- ➔ Automate invoice generation and matching

# Results : Oracle ERP Modules

Limelight received the benefit of a much more comprehensive Oracle implementation

Before	After	Oracle ERP Module
Yes	Yes	General Ledger
Partial	Full	Accounts Receivable
Yes	Yes	Accounts Payable
<i>Partial</i>	Full	Purchasing
<i>Customized</i>	Standard	Service Contracts*
Yes	Enhanced	Installed base
<i>Basic</i>	Extensive	Advanced Pricing
<i>No</i>	Yes	Order Management*
<i>No</i>	Yes	Configurator
<i>No</i>	Yes	Bills of Material
<i>No</i>	Yes	Receiving

*\*The corner piece of the implementation is a leading edge enhanced integration between Order Management and Service Contracts for creation, change orders and renewals*

# Contact Us

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