



CASE STUDY: BUSINESS MANAGEMENT SYSTEM Client: 270net Technologies

Requirement / Problem:

In 2005, the potential for explosive growth necessitated the expansion of 270net Technologies' business management systems. In the summer of that year, 270net had significantly upgraded its technology infrastructure (servers, workstations, local and remote connectivity, software), been awarded a GSA Federal Supply Schedule contract, and moved to new larger office space. 270net had also upgraded its Human Resources infrastructure and during this process realized that its internal management systems needed to be significantly strengthened to meet the demands of the expected rapid growth.

In particular, 270net's internal business management system needed to integrate employees, projects, clients, and resources in a manner that would allow streamlined management of employees and projects, as the number of each increased quickly. Modifications to the system were also needed to provide data necessary for project and company managers to spot potential problems and make adjustments as quickly as possible, allowing 270net to ensure profitability while maintaining its company goal of always meeting or exceeding client requirements.

In 2001, 270net had evaluated a number of industry-standard business management software options, but those that were within the company's financial position at that time did not meet the specific needs of the company. 270net held numerous round-table discussions, both internally and externally, with employees and non-employees, to determine specific needs and requirements. At that time, 270net decided to use COTS software for accounting, construct its own client and work tracking software, and integrate the two. The 270net internal business management system has been operational since 2002, and has functioned well until the more advanced project, client, and cost management systems were needed.

Solution / Services:

Solution

COTS business management systems were evaluated and a cost-benefit analysis was conducted for various options. It was determined that the most cost-effective solution, with the greatest chance of success, was for 270net to leverage its previous investment and utilize its own personnel to upgrade its existing business management system. The changes were completed by the end of 2005 and implemented effective January 1, 2006. Key system features:

- **Complete integration** – projects, tasks, clients, time accounting, overhead, and direct costs are integrated and can be viewed independently or in summary reports
- **Project-based view of work** – all work (even internal tasks such as infrastructure enhancement and professional development) is viewed as part of an overall project and costs are allocated to specific projects, leading to detailed data for thorough analysis of projects and costs
- **Completely web-based** – facilitates employee telecommuting and effective day-to-day company management even when traveling
- **Client management** – automation of managing client profiles, tasks, projects, invoicing, billing, and customer service
- **Advanced project management** – management of costs, resources, schedule, and budget (including labor and direct costs); task-based time entries – all data is real time, and anomalies can be quickly spotted and rapidly corrected

- **Time accounting** – web-based time entry, accounting of all employee time, integrated with client and project management modules
- **Extensive reporting capabilities** – project summaries, project/task status reports, accounting reports (e.g., receivables, payroll, etc.), time accounting analysis
- **Tracking of GSA Schedule work** – manages GSA Schedule Reporting requirements, including GSA sales reports and IFF
- **Sales and marketing** – proposal and cost estimate development, broadcast email for communicating with clients via email, automated Client Refresher Program keeps track of client needs and ensures systematic contact
- **Full-featured employee intranet** – announcements, events calendar, HR/Benefits, marketing material, photo gallery, time entry, employee directory, developer center

Services

- Needs analysis
- Technology consulting and software evaluation
- Systems analysis
- Software/internet application development
- Project management
- Application/server security and technical support

Technology

- Industry standard software development tools in a Microsoft environment (ASP, VB, JavaScript)
- Industry standard software development, quality assurance, and testing methods

Outcome / Results:

- 270net now has advanced business management software that meets its current needs and can be modified by its own personnel; additional requirements have been identified
- Projects can now be managed with a real-time, integrated approach because managers can quickly view all project-related information, including costs, budgets, status, employees, schedule milestones, and billing status
- 270net now has the infrastructure to effectively handle rapid growth – the company can focus on clients and projects with a high degree of confidence that employees are utilized, clients are satisfied, and the company is profitable

References:

- Ken Malnar, 270net Project Lead, (301) 663-6000
- Steve Flook, Senior Systems Architect, (301) 663-6000

Period of Performance: July 2005 – present

Place of Performance: Frederick, MD

270net Technologies, located off I-70 in Frederick, MD., is a **veteran-owned small business** providing information technology services to government agencies, prime contractors, and private sector clients since 1996. 270net is a **GSA Schedule holder** – FSS IT70 #GS-35F-0719; and a **Microsoft Certified Partner**. Its staff includes project managers, certified programmers, network engineers, graphic designers, communications professionals, and numerous part-time and subcontract personnel. In addition to government clients, 270net has more than 100 commercial clients, any of which may be contacted for a reference.

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