

# How FieldFX Liberated CEDA from Overpriced and Inefficient Legacy Software



## Customer Quick Facts

**INDUSTRY:**

Energy

**HEADQUARTERS:**

Calgary, AB

**WEBSITE:**

[www.ceda.com](http://www.ceda.com)

CEDA has been providing industrial and environmental services to a range of industries since 1973. They were trapped using legacy field management software that was overpriced and inefficient. In 2018, they undertook a company-wide implementation of FieldFX. The outcome? With FieldFX, CEDA was able to eliminate revenue leakage, accelerate cash collection, reduce their DSOs, and automate their quote-to-cash process.

CEDA is an industrial and environmental services provider. Founded in Alberta, Canada in 1973, they service a wide range of industries: oil and gas, pipeline, power, pulp and paper, chemical, mining, municipal, steel and more. Out in the field, CEDA offers everything from chemical cleaning and tank maintenance to dredging and fluid management.

## The Prison of Clunky Legacy Software

In early 2018, CEDA undertook a deep analysis of their overall operations, in an effort to cut waste and boost performance. They were aware of longstanding inefficiencies and slowdowns in both their field operations and their administrative back office. Very quickly, their intuitions were proved right: the problems all began with their core software.

CEDA's legacy field management software was a few years old. It was slow and clunky. It took multiple clicks to perform simple tasks, and users had to wade through multiple pages to find specific information. The software was costly and outdated, and the product support was slow to respond to their complaints.

CEDA was desperate to speed up cash flow. They wanted to reduce their high DSO (Days Sales Outstanding), eliminate errors caused by paper tickets, and avoid duplicative behavior when generating invoices.

**“With our legacy software, there had been no innovation from our provider in years. While other field ticketing solutions were constantly upgrading their platforms, we were still using the same product that we had three years ago. We were overspending for poor digital functionality.”**

*Harminder Bhavra, Manager of Enterprise Transformation, CEDA*

## FieldFX to the Rescue

In February of 2018, CEDA decided to swap their clunky legacy software for something better: FieldFX.

CEDA undertook a company-wide implementation of FieldFX, with the key goal of enhancing the flow of business information while connecting field employees, clients and partners. The whole team was impressed.

**“FieldFX’s capabilities when it comes to reporting are second to none. FieldFX helped us recapture and eliminate revenue leakage, accelerate cash collection, reduce our DSO, and automate our quote-to-cash process.”**

FieldFX implementation manager helped CEDA transfer their historical data to FieldFX and implement the application. The switch went without a hitch. “Our FieldFX implementation manager understood our needs and requirements and was able to configure the system very quickly,” Bhavra says. Right away, FieldFX’s reporting capabilities allowed CEDA to capture business data in a timely and accurate fashion.

**“The FieldFX team fully understands our business and the space we operate in. They know what each level of the organization requires, and they are able to deliver. FieldFX is a brilliant piece of software. It is the ideal solution to meet our business needs not only now but in the future.”**

## **CEDA’s Software VS FieldFX: A Comparison**

### **Old Solution**

- Inefficient and costly
- Server-based product, constantly requiring maintenance and upgrades
- Cumbersome interface
- Hardwired into ERP, making it more complex and expensive to upgrade
- All changes require consultants
- Unable to interface with other CEDA systems (GPS tracking, payroll, etc.)
- Lack of product support

### **FieldFX**

- Open box concept allows for easy configuration changes
- Sits on the Salesforce platform in the cloud
- Integrates with ERP through middleware (easier upgrades)
- Dashboard and reporting is robust and easy to make
- Mobile app is device agnostic, interface is simple & straightforward
- Online and offline capabilities
- Maintenance and upgrade costs are all within monthly license fees
- Self-managed product