

# anterraBI™ Customer Success Story

## CityLift Parking



### AUTOMATED PARKING SYSTEMS

CityLift Parking designs, manufactures, installs, and services automated parking systems that reduce the footprint needed for parking and can typically be done at a cost per space that's comparable to conventional parking.

CityLift is headquartered in Oakland, CA, and Singapore, with additional offices in Los Angeles, Boston, Seattle, New York, and soon in Dallas.



### THE BENEFITS

- Eliminating Excel and Google Docs for managing Accounts Receivable
- Articulating the 'big vision' plan across the company
- Ability to discontinue dual tracking for month end closing
- Accessing real time data for a single source of truth

### THE CHALLENGE

**“Without Anterra, you’re just doing accounting work in a black box. We had to eliminate ‘shadow systems’ in Excel and Google Docs.” — Peter Guffey, CFO**

CityLift designs, manufactures, installs, and services semi-automated to fully-automated parking lift systems. CityLift can also design and manufacture custom solutions for retail, self-storage, distribution, and warehousing. They have a manufacturing facility and are full-service, from conception to delivery, as well as servicing.

CityLift uses Sage 300 CRE for their accounting system of record. Employees are required to remote access into the server, which limits accessibility and speed. CityLift's personnel outside of the accounting department were reluctant to log in. As a result, Project Managers were not leveraging all the financial data being posted within the organization.

## THE SOLUTION

With AnterraBI™, Project Managers can log into any web browser and view project data. CityLift data is kept up to date in Anterra — which serves as a single source of truth. CityLift has also implemented Anterra Service Management and AR Collections.

CityLift CFO, Peter Guffey, explains, "When you point out to people how impactful these analytics can be, they're much more inclined to stop using Excel and push all the data back to Sage. Whereas, when no one has access to any of that data, people don't really see the bigger picture plan. It becomes harder to articulate that 'big' vision to people — because they're just doing work in a black box."

Project Managers at CityLift manage 20 to 30 jobs on average, valued at roughly a million and a half dollars apiece. The amount of independent financial outcomes is what Guffey describes as a "portfolio of math." He concludes, "The functionality for the price point is amazing. I feel you take a consultative approach to helping us face challenges, and that in itself is priceless."

**"We needed to get the reporting curve up faster because we are always desperate to have more information. Having real time data available to Ops Managers is key for them to understand where they are on their jobs." — Peter Guffey, CFO**

**"I can't even quantify the value that Anterra adds for us. Being able to see real time margin gain and erosion is priceless.**

**Plus the ability to export to Excel quickly, with pre-built pivot tables is super helpful and saves a ton of time." — Peter Guffey, CFO**

