

How Deep Water Point & Associates increased billing efficiency by 60% and pay 30% faster with Unanet

Deep Water Point and Associates is no stranger to challenges. With a mission to help government contractors grow, their team of experts provides invaluable insights to clients. They support hundreds of customers and rely on hundreds of independent consultants who work a variety of hours per month, per account, throughout the year. For the company, acquisitions and growth meant that operations expanded. To accommodate this, they wanted to get more efficient – preserving their team members' time, making workflows smoother, improving subcontractor relationships, and keeping costs in line.

Although they had been a Unanet ERP customer for over a decade, they turned to Unanet for help in transforming their business. With Unanet's solutions, services, and support, they simplified their operations, reduced costs, and gained a clearer picture of their business. The company empowered its team to focus on delivering exceptional service..

Challenges

Deep Water Point identified key areas to enhance their operational efficiency and support their continued growth. These opportunities for improvement included:

- **Software optimization:** Opting for customizable, tailored software would help the team create cost-effective solutions that matched the unique needs of subcontractors.
- **Simplified invoicing:** By introducing automated billing processes, the company wanted to increase efficiency while saving time and valuable resources.
- **Improved data insights:** Expanding the use of reporting tools could allow them to gain better visibility into gross margins, forecasts, and client activities.
- **Better time management:** Encouraging timely and accurate timesheet submissions would enable more effective planning and better operational execution.

“Unanet's professional services really helped us accelerate our work and we have gotten a ton of value from working with the team.”

Chris McConnell

Director of Digital Transformation
Deep water Point and Associates

The Solution

Deep Water Point sought an agile solution, turning to Unanet to reimagine their workflows and provide the tools they needed to thrive. With Unanet, they leveraged features that made a significant impact, including:

- **Subcontractor Portal:** Using this portal would help them better manage and accommodate hundreds of independent consultants who work a wide range of hours in a shared, easy-to-use portal for time, expense, and project reporting.
- **Billing automation:** Tapping into automation eliminated manual invoicing processes, significantly reducing the time and effort required to send invoices.
- **Enhanced reporting tools:** The improved reporting capabilities delivered actionable insights, enabling leadership to track gross margins, monitor project activity, and encourage better time management.
- **Resource management capabilities:** Unanet provided Deep Water Point with better systems for tracking and forecasting billable hours.

“By being able to use Unanet’s billing tools and AR automation, we reduced the time spent on creating invoices by 80% and created a better customer experience with 30% faster payments from our clients,” said Greg Buckis, Chief Financial Office

With Unanet’s guidance, implementation was swift, practical, and surprisingly stress-free. Deep Water

The Approach

Point’s team embraced the tools quickly, thanks to key aspects of the deployment, including:

- **Customer support excellence:** The Unanet team delivered timely and expert assistance during setup. They functioned as a guide and a partner throughout the process.
- **Training and guidance:** Access to Unanet University and professional services empowered employees to maximize the system’s potential.
- **Ease of automation implementation:** Tools like export-import features and AR automation simplified processes with minimal disruption, yielding quicker wins.

Chris McConnell, Director of Digital Transformation, said that having Unanet alongside them throughout the journey was worth it. “Don’t try to be a hero and do it on your own,” said McConnell. “Unanet’s professional services arm is incredibly helpful.”



The Impact

Deep Water Point's overhaul has been remarkable. Adopting Unanet enabled the company to achieve measurable successes while continuing to drive their mission forward. Results include:

- **60% time savings in billing:** AR automation allowed them to cut manual labor significantly, reducing invoice creation from weeks to days.
- **Improved financial visibility:** New dashboards and reporting tools gave leadership instant access to gross margins, cash flow, and project performance.
- **Automation drives more strategic growth:** Automated workflows allowed Deep Water Point to spend less time on billing and time tracking and focus on higher-priority tasks, strategic planning, and growth.
- **Improved subcontractor and customer relationships with 30% faster payments:** Reducing errors and automating tasks means cash flows faster, which keeps everyone happy.

Now, Deep Water Point and Associates can embrace a proactive rather than a reactive approach fueled by automation and use of the right solution. "We used to spend three-quarters of the month just getting invoices done. Now, we're on offense instead of reacting," McConnell shared.

Deep Water Point's success demonstrates that the right software and support can make all the difference. Choosing Unanet as their trusted partner gave them a powerful system to simplify complexity, reduce waste, and realize their true potential as a company.



Deep Water Point and Associates is a leading consulting firm specializing in guiding government contractors toward success. Based in the United States, the company works closely with small to mid-sized businesses, leveraging its expertise to help clients expand their operations and achieve their objectives within the highly competitive government contracting space. Known for its team of experts and tailored solutions, Deep Water Point and Associates is dedicated to empowering clients with the knowledge and strategies needed to thrive in a dynamic and regulated industry.



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