



# BUILDING A LIMITLESS GLOBAL BUSINESS MODEL

A FINANCIALFORCE CUSTOMER STORY





## ABOUT

JLL is a US-based professional services and investment management company specializing in corporate real estate. In 2017, it employed over 70,000 worldwide and generated \$7.9 billion in revenues. The company's Technology Solutions division implements technologies on behalf of clients to help drive digital transformation. To enable the globally distributed JLL workforce, Marshall King, VP of IT for the division, has embraced a cloud-first strategy.

#### COMPANY SIZE

Large

#### HEADQUARTERS

Chicago, IL

#### INDUSTRY

Professional Services

#### FINANCIALFORCE PRODUCTS

Accounting

Professional Services Automation

# MEASURES OF SUCCESS

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12%

INCREASE IN UTILIZATION

7%

INCREASE IN BILLING RATES

1:9

GLOBAL CURRENCIES



# HINDERED BY TECHNOLOGY DISCONNECTS

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As JLL's Technology Solutions division took on more business, it was struggling to remain agile due to technology shortcomings. Its previous Professional Services Automation (PSA) solution was not connected to the parent company's on-premise ERP system. "We were constantly moving data back and forth, migrating information, and manually entering data," recalls King. The result was duplicate efforts and inaccurate data.

To support tremendous growth—both in the US and abroad—and gain more flexibility, King prioritized finding Accounting and PSA solutions that integrated seamlessly with the company's CRM, Salesforce.



# CONVERTING PROJECTS INTO INVOICES

## MANAGING RESOURCES EFFECTIVELY

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With FinancialForce PSA, the division can anticipate project pipeline spikes, intelligently allocate resources, and efficiently and profitably keep over 1,000 projects on track at any given time.

## ENABLING A CONTINUOUS FLOW OF INFORMATION

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Because all project and finance-related information flows into one system, JLL gets a complete picture of each customer lifecycle. In one place, the company sees all customers, opportunities, projects, and invoices.

## SUPPORTING NEW REVENUE STREAMS

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JLL takes advantage of FinancialForce Accounting's scalability to easily spin up new revenue streams on the fly. Its new IoT practice, launched December 2017, is already fourth in revenue out of the company's 10+ business units.

# SUPPORTING AN AGILE BUSINESS

“The integration between FinancialForce and Salesforce provides us a hub to navigate all the information needed to deliver our services,” explains King. “From both a financial and project perspective, we’re able to scale and support a far more sophisticated business model,” King continues. Specifically, the division went from operating under a single currency to nine currencies while supporting a 3.8X increase in users.

Looking forward, this IT visionary anticipates using AI-powered analytics integrated with FinancialForce to forecast pipeline and revenues. “We want to exceed our goals every quarter, every year. That’s where we’re headed next,” he says.

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# READY FOR MODERN ERP?

FinancialForce is the leading cloud ERP for the new services economy. The #1 ERP native to the Salesforce platform, FinancialForce unifies data across the enterprise in real-time, enabling companies to rapidly evolve their business models with customers at the center.

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