At a glance - Three Six Zero Group

Objective

To implement a new and affordable ERP system that could manage company expansion while offering improved financial insight and multi-currency functionality.

Solution

SAP Business One

Key wins

- Robust, multi-currency system that will grow with the company
- Time savings thanks to automated processes
- Improved reporting and flexibility

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>
> Matt Folley, Financial Controller

Organisation

Three Six Zero Group is a global entertainment company representing a number of prominent electronic acts. The first client signed to the artist management roster was Calvin Harris in 2007. This roster then grew to include deadmau5, Nero, The Prodigy and more. The company boasts offices in London, New York and Los Angeles and announced a worldwide partnership with US entertainment giant Roc Nation in 2011.

As a growing company, Three Six Zero Group was in need of a new financial system that could cope with expansion, but wouldn't break the budget. However the company's Financial Controller, Matt Folley, had some fundamental requirements in mind when researching a new solution.

"We needed cost centre analysis and multi-currency, basically a much more robust system then Sage Line 50, which we were previously using. With big company expansion taking place, including the establishment of overseas offices, being able to connect the system across multiple databases was important," he said.

Initially the primary options were to upgrade Sage, or implement Access. However Matt had also shortlisted SAP, but didn't think the budget would stretch to an SAP system.

"Having heard good things about SAP I was very interested in using one of their systems, but I had assumed they only offered a much larger package. I wasn't aware that an entry level package such as Business One existed for smaller businesses, and with Sapphire's offering we had the ability to implement an SAP system at an affordable price.

"The SAP network was very appealing to us. So many organisations use it and there is a lot of help and advice out there. We have ambitious plans in terms of acquisition and expansion, so we also wanted a future-proof solution that would grow with the business.

"There are already quite a lot of companies within our group, so a major benefit of Business One was that only one license is required to use a number of different databases. As a SME we have a reasonably tight budget for software, so we didn't want to keep paying for license fees as new databases were added," he said.

Matt heard about Sapphire after some initial online research, which was supported by favourable recommendations from other contacts.

"I received positive recommendations about Sapphire, and upon making contact I didn't have any reason to go with anyone else. Our business development manager was knowledgeable and amicable and they could offer us the package we were after at the right price.

"Sapphire has been very easy to deal with and since the system has been installed the support has been excellent. If I log a query on the online system I hear back within the hour and if I call I get immediate help. The fact Sapphire is based around the globe and has 24 hour support was a key selling point. Three Six Zero Group

has two offices in the US so it's useful to know our finance people over there can also get help if they need it," he said.

Matt said he would recommend Sapphire because they managed expectations from the start.

"Expectations were managed quite well throughout the implementation process, and everything was planned out clearly so we were aware of the various stages in order to successfully meet our deadline. We stuck to the budget and there was no pressure to add more time, which I also appreciated," he said.

In terms of SAP Business One, Matt is already noticing the benefits, particularly when it comes to the speed of processes.

"The automation of postings saves a lot of time in terms of bookkeeping, particularly month end, and the system allows us to do things we couldn't before such as auto-reversing, auto-revaluing and more.

"Similarly I can now pull a report easily on cost centre profit and loss. I used to undertake this process quarterly as it would take weeks of time to compile. Now I can run this monthly and it only takes me a few hours.

"Another benefit is the fact you can store everything by dimension. This creates a lot of flexibility in terms of how to host things, and we get a lot of valuable information back out. By the end our previous package was struggling to deal with everything I was asking of it, as if it was going to burst at the seams," Matt said.

Three Six Zero Group are also looking to further speed up processes in the future by introducing a document management system so clients can access statements online.

Matt concluded by offering some advice for other companies looking at implementing a new system.

"It's easy to underestimate the time it will take to be running at 100%. Aside from the implementation it takes time to train staff on the system, so be aware there will be a few months where you're not operating at full pace. However it is worth it once you can utilise the additional functionality," he said.

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About Sapphire

Support
24/5 support
as standard

Global
implementation
& multi-lingual
capabilities

Software
multi-system
integration

Influence
Infor & SAP Partner
Council Member

Services
consultancy &
training

Hosting
safe, secure
mobile solution

SAP Gold Partner

Contact

Email - info@sapphiresystems.com

Web - www.sapphiresystems.com

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