

MYOB Greentree

Client Museum of Old and New Art | Partner Synateq Pty Ltd | Location Australia
Product MYOB Greentree | Industry Leisure



A gallery of new functionality for MONA

The Museum of Old and New Art (MONA) is the largest privately funded museum in Australia, located within the Moorilla winery, 20 minutes' drive north of Hobart. It is also a conference and events centre, and hosts the annual MONA/FOMA festival of music and art. Since opening in 2011 it has become Tasmania's second most popular tourist attraction, drawing more than 380,000 visitors in its first year.

Problem

Curating a highly diverse operation

The museum is only one aspect of MONA's offering. Located within the Moorilla winery, there's also Moo Brew boutique brewery, a function centre, luxury accommodation, a restaurant, a cafe, a couple of bars, a museum gallery shop, and a wholesale and retail wine operation. MONA hosts various events and festivals as well, and employs about 170 fulltime equivalent staff, supplemented by additional casual labour during the tourist season.

Patrick Kelly, MONA's accountant recalls, "We needed to control all of that under one umbrella, and it was plain that our old accounting system couldn't cope."

A highly ambitious project like MONA would require a highly flexible financial system capable of handling numerous transactions and likely business expansion, as well as on-the-spot data analysis.

"It was plain that our old accounting system couldn't cope"

Solution

A masterpiece of functionality and flexibility

MONA assessed a number of popular business solutions, but ultimately chose MYOB Greentree for its range of capabilities and the scalability it offered for a business that was likely to expand rapidly.

"It was the system that was most rounded to be able to deal with all aspects of the business," Patrick says.

Most of MONA's income derives from small visitor transactions via some 20 POS terminals in the businesses scattered around the complex. There are around half a million such transactions per year, and MYOB Greentree's integration with the POS systems ensures relatively simple importing of data. The number of retail outlets at MONA doubled in the space of two years, but that was no problem for MYOB Greentree.

For Patrick, the most valuable tool is Greentree IQ*, which eliminates the time-consuming burden of manually manipulating spreadsheets, whether it's crunching the data from the various consumer outlets, or calculating the wages bill from an average of 250 timesheets per week.

"Most of the reports I do come from IQ* and MONA's two POS systems. From month-end profit and loss, split a variety of ways, to running inventory reports and sales by our interstate representatives," he explains.

"It was the system that was most rounded"

Outcome

Data delivered in seconds

Hundreds of thousands of transactions are handled easily, costs are tightly controlled, and despite rapid expansion, the finance department has required only one extra employee.

“Within the company we have about 50 individual profit centres, and in seconds I can group or exclude any number of different profit centres and get a consolidated result. Using data from IQ* and our two POS systems, I can also look at the performance of an individual business unit on a weekly basis, and determine whether that unit is delivering against budgeted targets and margins.

“I can be as detailed or consolidated as I want because of the ease at which IQ* can provide those figures.”

An on-the-spot query concerning specific costs in any part of the MONA operation can be dealt with straight away because of the live data provided by Greentree’s Workflow desktop. The seasonal tourism demands are monitored and adjusted, to ensure that staffing levels are appropriate for the level of business. However, as far as the financial staff are concerned, only one extra employee has been needed to handle the rapid growth of business.

“Greentree is critical in terms of historic reporting of results, and forecasting future profitability and performance of business units to make them more accountable and efficient,” Patrick says.

“We’re only going to continue to evolve and grow, which will place more demands on our systems, and we’re confident that Greentree and our compatible POS systems will be able to deal with it.”

“I can be as detailed or consolidated as I want”

| Before | After |
|--|--|
| + System unable to handle volume and scope of transactions | + Ability to handle half a million transactions per year |
| + Lack of control across business functions | + Integration with 20 POS terminals across 50 profit centres |
| + Inadequate reporting functionality | + Consolidated reports easily generated via Greentree IQ* |
| + No way to process on the spot queries | + Live data view via MYOB Greentree’s Workflow desktop |

* Powered by QlikView