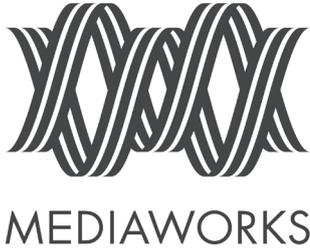


MYOB Greentree

Client MediaWorks | Partner Endeavour NZ | Location New Zealand
Product MYOB Greentree | Industry Entertainment



ERP system keeps Mediaworks humming

Television is highly labour-intensive. It costs thousands of dollars to make a single programme. MediaWorks owns television channels and radio stations throughout New Zealand.



Mediaworks television arm, TVWorks, employs mostly contract labourers to produce shows.

“We have to have very tight control over programme budgets,” Finance Manager Michelle Mullins explains. “We needed something that would enable us to get the information uploaded quickly and effectively, and allow us to report back to the production managers – and that’s exactly what MYOB Greentree gave us.”

Problem

Heavy workload consolidating data

TVWorks has offices in Wellington, Christchurch and Hamilton. The accounts for all these activities have to be consolidated at MediaWorks’ Auckland HQ. Month-end consolidation used to be a two-day job.

“Everything around TV is go, go, go,” Michelle says, “so you need to have your finger on the pulse when it comes to costs. Greentree enables us to give quick responses when a producer wants to do something: here’s a report that’s up to date to the last payroll, that’s where your costs sit, you’ve got your budget – away you go.”

Solution

Live data visibility

MediaWorks’ accountants handle thousands of invoices and purchase orders every month, but Greentree has made data entry backlogs a thing of the past.

“We’ve gone from batch updating to real-time,” Michelle enthuses. “I can go into Greentree, knowing that an invoice that’s been entered is in the right place, and carries the right production code.”

Tasks that used to take hours have been reduced to minutes. A large travel invoice that could take 30 minutes to key in is now handled with a quick exchange of spreadsheets and the push of a button. Reconciling fixed assets at month-end used to take days – not anymore. A phone query from another department can be answered instantly rather than with an “I’ll get back to you”.

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Outcome

A system everyone owns

The implementation itself was a lesson for any business undertaking a major IT project. Staff who were going to be daily users of Greentree were involved from the outset, being brought into planning sessions to advise on their specific tasks.

Michelle can't speak highly enough of the role played by MYOB Greentree partner Endeavour NZ in the transition to Greentree.

"They were incredible – they kept us on track and always made sure we were realistic about what we wanted, showing us different ways of doing things when we struck problems. As far as we were concerned Endeavour was part of our team, and I think that helped with getting their buy-in; they didn't feel that they had this stranger amongst them."

The size of the project necessitated splitting it into stages. Stage One involved just core Financial Management. Stage Two involved customising Greentree's eRequisitions and eApprovals modules, so that the multitude of purchase orders could be managed via the web. Stage Two saw about 80 more users coming into the system, but this was achieved with a sense of purpose and enthusiasm.

"It feels now like we are doing the job we were employed to do," says Michelle. "We now have at our fingertips the data we need to analyse and produce for the departments. We're providing them with a complete breakdown of costs, and we're adding value to the numbers that we're producing.

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Before	After
+ Data stored at multiple locations made access difficult	+ Web-based data access
+ Data backlogs common	+ Streamline approvals process + Live visibility
+ Monthly consolidations a laborious process	+ Consolidation time slashed + Better analysis + New level of trust