

CASE STUDY **Sean P. Graham**

SUNSYSTEMS from SYSTEMS UNION

BACKGROUND

Sean P Graham started as a family business in the 1960s, becoming a limited company in 1972. With 23 shops in Northern Ireland, 7 in the Republic, 15 in Scotland, a Telebet Call Centre in Belfast, and a presence at many of the leading Irish and UK race courses. SP Graham is now one of Ireland's leading bookmakers.

Due to the expansion of the company and with year 2000 around the corner, Adam Dickson, the Financial Consultant at SP Graham realised that the company had out-grown the existing Tetra system in use at the time. "Tetra, simply was no longer meeting our accounting needs," said Adam Dickson.

The company took a detailed look at other systems, but found that SunSystems, particularly with its multicurrency and analysis function, was the only product that matched all their business plan criteria.

WHY SUNSYSTEMS

SP Graham were looking for a system that intergrated well with TurfSoft, had multicurrency functionality, strong analysis capabilities, and a good report writing tool. During the evaluation process Dickson was immediately impressed by SunSystems ease of integration with third party applications, robust reporting and consolidation functionality. Flexibility was also a key factor in choosing Sun Systems. Dickson explains: "SunSystems had the ability to integrate well with the existing betting software TurfSoft, with the benefit of very strong ledgers, the import was very straight forward, added together all these features made Sysco and SunSystems the natural choice."



One of the Sean Graham offices.

THE SOLUTION

SunSystems is used from administration right up to senior management. The daily figures are sent through to the head office and then imported into the software, shop by shop performance levels can then be analysed for management accounts.

"SunSystems is a people friendly product, it is used from administration up to management, the system is great. The account enquiry analysis ability has enabled senior managers to pull off reports as and when, also through SunSystems Vision (a companion product) the drill down abilities have proved extremely useful for our senior managers to access information quickly," comments Dickson.

SunSystems Vision is designed to add executive information style reporting and improved export capabilities to SunSystems. This enables each office to quickly produce financial reports in Word documents making use of automatically generated bar charts and graphs.

IMPLEMENTATION

Dickson was immediately impressed with the team of consultants from Sysco, believing that they were a group of people that SP Graham could develop a strong working relationship with. "We've had a great working relationship with the whole SunSystems team at Sysco. Having the confidence in the people and knowing that you are all going to get along, is a very big part of the decision making process, you're not just buying a product, how you feel about the company and it's people is important as well."

SP Graham's confidence in both the product and the supplier also meant that the decision to implement SunSystems was made in a very short timescale. Dickson comments; "Most people would like to find a way of shortcutting their

evaluation period, after all the sooner you can implement your business and IT strategies, the sooner they can make a difference to your bottom line and differentiate your service from that of your competitors. Having found a financial management solution and supplier I was confident could meet both my short and long term goals, I didn't want to waste time hanging around. We were lucky that Sysco could deliver the product straight away and were more than happy to pull out all the stops for us."

Sysco's team of consultants provided extensive service and support during the implementation period - support that Dickson was more than happy with. He plans to use the Sysco team on an ongoing basis. "Teething problems with the system have been few, the Sysco team have always been rapid in their response to any assistance we may have needed."



Ready for the off at SP Graham

THE FUTURE

In summary, Dickson adds: "The positive influence of technology on companies operating within the private sector can be immense. With the implementation of SunSystems, we now have a solution which allows SP Graham to operate its business to cope with constant change. The fact that SunSystems integrates so well with TurfSoft gives us a total solution which gives us a considerable competitive advantage within our market. I believe that SunSystems is a package which will grow with SP Graham into the future."

Sysco have recently been involved with the conversion of SP Graham's offices in the Republic of Ireland to the Euro. SP Graham is a good example of a customer that Sysco has had for some years, where the relationship has remained strong.

For more information about Microsoft Business Solutions Navision and Sysco Software Solutions, visit www.sysco-software.com