

CASE STUDY

SAGE 200

► ABERDEEN SPORTS VILLAGE

Sage Business Partner



ABERDEEN SPORTS VILLAGE CONTROLS ITS OWN **DESTINY** WITH **SAGE 200** SOLUTION FROM PINNACLE



ABOUT ABERDEEN SPORTS VILLAGE

Aberdeen Sports Village (ASV) is the premier sport and exercise facility in the north east of Scotland. It hosts an array of world-class indoor and outdoor sporting facilities, including an Olympic standard aquatics centre.

Aberdeen Sports Village controls its own destiny with Sage 200 solution from Pinnacle ASV is a partnership between the University of Aberdeen, Aberdeen City Council and sportscotland, and first opened its doors to the public in August 2009. Today, it provides sport and exercise opportunities for everyone in the local community. A registered charity, ASV employs over 200 people and has an annual turnover in the region of £6 million.





BRINGING FINANCE IN-HOUSE

Finance Manager Sue Stephenson explains why the company needed to implement new technology to support its finance operations: **“Until a couple of years ago, finance processes were outsourced to an external organisation. This wasn’t very satisfactory as, inevitably, there were delays in our requests being actioned and we had to follow their processes. For example, setting up a new supplier could take up to a week. As the business grew, we wanted more autonomy and explored the possibility of bringing all our finance processes fully in-house.”**

The search for a system began in early 2013 and, in reviewing the market, Sue had specific criteria in mind: **“We are a successful, growing business, but ultimately, there is a limit to our growth. That put some of the big players in the market out of the running. I’ve worked in the IT industry and I knew that they would add unnecessary complexity, with functionality that would be over the top for an organisation of our size. Furthermore, the cost of a system like Microsoft Dynamics was quite prohibitive for us, compared with what Sage could offer.”**

At the other end of the spectrum, Sue also had to dismiss Sage 50 Accounts as not being able to accommodate ASV’s chart of accounts structure.

Sage 200 seemed to offer the flexibility the business needs, with the right price tag. It could also be hosted by ASV’s third-party IT provider, with users accessing the software remotely.

Once the field was narrowed down to Sage 200, three Sage Business Partners were invited to tender and Pinnacle emerged as the front-runner to implement the solution. Sue comments, **“We made the decision in Pinnacle’s favour because of the professionalism they displayed. It was a different experience talking to them – more about their listening to what we need than them giving us the hard sell. We also felt that they were a good match with our own organisation in terms of size and capabilities.”**

Checks were carried out to ensure that Sage 200 could map onto ASV’s specific business processes, especially for purchase order authorisation. Sue adds, **“If we had to heavily customise the solution, that would have been a showstopper, but Sage 200 had the flexibility to do what we need it to do within the standard functionality.”**

WHENEVER WE'VE NEEDED TO CONTACT PINNACLE THEY HAVE **ALWAYS RESPONDED PROMPTLY.** THEY ALSO PROVIDE A USEFUL CHANNEL TO SAGE AND OFTEN HAVE IDEAS ON HOW WE CAN EXTEND OUR USE OF THE SOFTWARE.



A TROUBLE-FREE IMPLEMENTATION

The race was then on to have the new solution in place by the start of ASV's financial year in August – a deadline that Pinnacle successfully met. Looking back, Sue feels that she built a good partnership with Pinnacle during the implementation project: **"I made sure that we kept our commitments as Pinnacle did theirs, and it was remarkably painless. It went very smoothly, in fact, causing no real stress, which was a pleasant surprise as it was a significant transition for the business."**

She recalls, **"We started first with the purchase ledger, meaning that we could start raising purchase orders and paying suppliers; other modules then followed on."**

On-the-job training from Pinnacle as the solution went live ensured that Sue and her team of administrators were comfortable using the software: **"It's quite intuitive and straightforward, so once our consultant had shown us how to complete a transaction, such as entering a purchase order, it proved quite easy to remember what to do next time."**



GAINING GREATER CONTROL

Coming up to date, Sue says, **“We now have a robust system in place, supporting us day to day. Being able to carry out tasks in-house makes running our finance processes much quicker and easier. We’ve eliminated the time lags that were once endemic.”**


She gives an example: **“We have good relationships with our suppliers, many of whom are local businesses, and we’re now able to set them up quickly on the system and ensure they are paid promptly, rather than having to chase a third-party to do so. This gives us much greater control.”**

Sue also appreciates the improved reporting made possible by Sage; managing commitments to suppliers is an example of the ease with which data can be extracted: **“I love the way it’s so easy to drop data from Sage 200 into familiar Excel spreadsheets. We are completely on top of what is due to our suppliers.”**

Pinnacle integrated Draycir Spindle software with Sage 200 to handle converting purchase orders and remittance advices into PDFs and emailing these out to suppliers. Sue notes, **“In bringing all finance functions in-house, we didn’t want to increase our administrative overheads, so it’s important that we apply the benefits of automation wherever possible.”**
“The first year end using Sage 200 went fine and we’re now confidently approaching our second year end. By commissioning Pinnacle to implement Sage 200, we have achieved self-sufficiency in our finance operation, and now feel in charge of our own destiny.”

Although implementing and using the Sage 200 solution has been plain sailing, Sue values being able to call on Pinnacle for support: **“We haven’t had many issues at all, but whenever we’ve needed to contact Pinnacle integrated Draycir Spindle software with Sage 200 to handle converting purchase orders and remittance advices into PDFs and emailing these out to suppliers. Sue notes, “In bringing all finance functions in-house, we didn’t want to increase our administrative overheads, so it’s important that we apply the benefits of automation wherever possible.”**

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SUE STEPHENSON, FINANCE MANAGER
ABERDEEN SPORTS VILLAGE



SOLUTION OVERVIEW:

- Support to bring finance in-house without adding unnecessary complexity and cost
- A flexible solution that accommodates the needs of the business as standard
- Greater control and visibility in managing budgets
- Seamless integration of complementary software helps to automate purchasing and payment processes
- Professional guidance and support from Sage Business Partner Pinnacle





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