

Customer success story
Candis Club & Magazine

Industry
Publishing & Entertainment

Location
United Kingdom

Greentree product suite
Financials
Distribution
Screen Customisation Manager

Greentree business partner
Prerogative

CANDIS MAGAZINE STILL GROWING WITH GREENTREE

BUSINESS BENEFITS

- Excel integration and transaction tree analysis enables more accurate allocation of magazine costs to pages and issues. This has resulted in a quality and standard of reporting management have never had before.
- Local Greentree expertise produces a swift and easy migration from their old legacy system to Greentree. This made implementation very straightforward.
- Greentree provides a good fit to the business model with nominal administration and maintenance requirements. This translates into lower total cost of ownership and minimal external support.

It was almost a done deal until a showstopper phone call from the local Greentree Business Partner, Prerogative Ltd, changed everything.

Business situation

Candis Magazine is one of Britain's best-selling monthly magazines for women with a paid-for circulation of 272,145 (ABC Jan-Jun 2009). It has more subscribers than Glamour, Cosmopolitan, Marie Claire, Prima and Good Housekeeping. Each month it has features on health and lifestyle matters, relationships and consumer affairs, celebrity profiles and charity news.

"Our ancient and extremely inflexible old legacy system was hugely cumbersome and was well past its sell-by date," says Christine Blackford, Finance Director at Candis Magazine. Getting data in and information out of the system had become a

nightmare. Without the support of a robust business management system, navigating growth was like steering a ship without a rudder.

Christine was well advanced in the evaluation process and poised to make a decision when serendipity intervened by way of a phone call from Prerogative Ltd. Although Sage, Access Accounts, IRIS Exchequer and CODA had been looked at, the more she heard about Greentree, the more she liked what she heard. She invited Prerogative Ltd to undertake a demonstration and the deal was sealed.

"Implementation was very straightforward"

Based on her previous implementation experience, Christine believes that preparation and the deep understanding Prerogative Ltd had of the Candis business model were critical success factors. Another key factor was being able





to work co-operatively alongside Prerogative Ltd towards a common goal, which made implementation "incredibly straightforward". Although training is now a distant memory for most staff, Greentree's ease-of-use ensured all users were up and running very quickly and they haven't looked back.

Lower overall total cost of ownership

The other systems Christine evaluated required ongoing administration and maintenance which effectively required additional IT support. By comparison, Greentree does not and Christine easily administers the system herself. In fact, she says it's "self-maintaining." Greentree is also an extraordinary fit with the Candis publishing, distribution and sales model.

Christine believes that these factors combine to result in lower IT infrastructural costs, reduced external support time and ultimately, an overall lower total cost of ownership.

Tree analysis enables more accurate cost control & reporting

Whilst Greentree is competitively priced as a mid-market business management system, Christine is adamant that although price is always a consideration, it was the quality of its reporting that really caught her eye.

"Excel links in and out of Greentree and transaction tree analysis add a whole new dimension to reporting -

the value of this for me is immeasurable. For example, we can now manage and allocate magazine costs to issues and pages more accurately. This has given management a level and standard of reporting they've never had before. The similarly positioned systems I looked at simply couldn't provide this at that price."

Greentree future-proofs the impact of growth

When Christine was evaluating various systems, she had a vision of how future growth would impact upon various parts of the business. She wanted a system that would enable that vision. For example, she had a very good idea about how she wanted to design the financial management environment and specifically, how she wanted to set-up complex Charts of Accounts, Trees etc. She had no desire to undertake these sorts of tasks over and over again.

As the business grew, Greentree has enabled her to manage years of change without the need to undertake high-level re-designs of the financial management environment. This has potentially avoided any additional time and cost further down the track.

"Using Greentree has represented a quantum leap from last century into the future. Today, we're still adapting and growing into it and I can see us using it for many more years to come."

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Candis
HEALTH · HAPPINESS · FAMILY LIFE · CLUB MAGAZINE

Candis is a subscription-only magazine with over 250,000 members. They are supplied with accurate information, particularly concerning health. Members also receive a range of benefits - from great-value home insurance to theme park discounts and companionable holidays, as well as the satisfaction of making a contribution to health charities. The special relationship between club members and the magazine is maintained by high journalistic standards and first-class design.
www.candis.co.uk

PREROGATIVE
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Prerogative is the leading authorised Greentree reseller in the UK with in-depth knowledge of the system and an ever expanding spectrum of clients throughout the United Kingdom and Europe. They focus on establishing relationships and creating value for their clients with qualified Greentree Implementers that can meet the needs of any small to medium sized business, across a wide variety of industries.
www.prerogative.co.uk

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PRIMED FOR BUSINESS

We are unashamed technology and business buffs; fanatics; addicts. Call us what you will, we have one obsession: building the best business software. Greentree is today's ultimate business painkiller and multivitamin, that in 10 years time will still be the best performing business software.
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