

Publishers Association discovery of Greentree efficiencies a revelation

A challenge to the status quo helped uncover Greentree's remarkable potential for efficiency gains at the UK's largest representative body of publishing industry participants.

Business situation

The Publishers Association (PA) is the leading trade organisation serving book, journal and electronic publishers in the UK. When Mark Wharton, Director of Operations, joined the organisation a year or so ago, he brought the value of a fresh pair of eyes. After getting to grips with the manual and tediously time-consuming process of report production, he was convinced there must be a better way.

Although the PA had been Greentree customers prior to his arrival, Mark was certain that the organisation had barely scratched the surface of Greentree's true capability. After all, the original buy decision was based on Greentree's ability to meet the membership-based funding structure without the need for significant customisation. To help discover more of what Greentree had to offer, he called upon the expertise of the local Greentree Business Partner.

Data handling reduced from days to hours

Mark's first task was to seek salvation from manually extracting data and re-entering it into various spreadsheets before he could produce reports for scrutiny by the board of directors. It was a revelation to discover that Greentree's Excel integration allowed for the extraction of data



CUSTOMER
The Publishers
Association



INDUSTRY
Publishing



LOCATION
United Kingdom



**GREENTREE
PRODUCT SUITE**

- Financials
- General Ledger
- Purchase Orders
- Screen Customisation Manager
- eReporting
- eApprovals

Business Benefits >

- Excel integration allows data to be extracted from Greentree and automatically populate spreadsheets for easy manipulation and analysis. This reduces report production from days to hours.
- The elimination of duplicate data handling improves the accuracy and integrity of

organisational data. This gives peace-of-mind assurance to management that, reporting can be relied upon for decision making.

- Electronic Banking has eliminated the need to produce hundreds of cheques each month. This has saved hundreds of hours of staff time and significantly improved the efficiency of the payment process.

- E-approvals will reduce the delays involved in getting authorisation for over-limit invoices.
- Exporting the online payments data out of Greentree directly into the banking system will enable the PA to realise the true operational efficiencies of a fully automated end-to-end banking and payment system.

“Discovering Greentree’s potential for efficiency gains has created a domino affect for us. It has really opened our eyes to the possibilities of further time, cost and productivity improvements – the sky’s the limit”

Mark Wharton, Director of Operations - The Publishers Association



out of Greentree with the automatic population of Excel spreadsheets. Data could be manipulated and analysed as required, before being exported and mapped to a pre-defined report format. Mark envisages that the efficiency gains will be huge, as “this process alone used to take days but we expect that, once we’ve got it set-up correctly, it will be reduced to hours.”

time were consumed writing cheques, reconciling bank statements and chasing approvals and un-presented and lost cheques each month. The PA payment mandate also required payments above a pre-determined limit to be authorised by an internal staff member and a director or board member. This often required cheques to be couriered to various locations and back again.

The implementation of Electronic Banking immediately removed the need to write hundreds of cheques and the e-approvals module will allow over-limit invoices to be authorised online by the appropriate person. Obviously, this will reduce the administrative time absorbed by the payment process but Mark’s keen to take things a step further by exploring the possibility of exporting the online payments data directly out of Greentree into the banking system.

Mark’s convinced that by streamlining the electronic banking and payment systems from end-to-end, the true potential of Electronic Banking efficiencies will be fully realised. He expects the cumulative impact of the time and cost savings on the bottom-line will be thousands of pounds yearly.



Peace-of-mind Reporting

He also expects the accuracy and integrity of organisational data will be greatly improved. This means management and directors will have the peace-of-mind confidence in the reliability of reporting information for decision making. This initial reporting revelation provided the catalyst for further investigation into what else could be achieved within Greentree.

Electronic banking and e-approvals deliver online efficiencies

The discovery of Greentree’s online banking capability has presented an opportunity to look more closely at how the PA is performing in other key operational areas. Previously, hundreds of hours of staff

ABOUT THE PUBLISHERS ASSOCIATION

The Publishers Association (PA) is the leading trade organisation serving book, journal and electronic publishers in the UK, and provides a strong voice for the industry in government, within society and with other stakeholders in the UK, in Europe and internationally.

They also provide a forum for the exchange of non-competitive information between publishers and providing support and guidance to the industry through technological and other changes.

For more information visit www.publishers.org.uk

ABOUT GREENTREE

Greentree International specialises in developing highly effective business management software solutions. Greentree is designed to ensure medium sized organisations maximise productivity, adapt to prevailing conditions, add value and effectively manage growth. Its broad industry deployability means it is successfully used by thousands of customers.

In choosing Greentree, you are selecting a business system that will truly empower your organisation today and grow with you into the future. The Greentree Partner Network provides a highly skilled local support team that will ensure you achieve tangible business benefits.

For more information visit: www.greentree.com

Greentree[®]
BUSINESS-BUILDING SOLUTIONS

"very, very, responsive!"