

CASE STUDY - THE MUSTIQUE COMPANY / AIR ADELPHI



The organization

Mustique is a secluded 1,400 acre island surrounded by beaches of pure white sand. Officially part of the Grenadines, Mustique is privately-owned and operated by The Mustique Company. There are over 85 privately-owned villas on Mustique with many available for booking throughout the year.

Its mission

- To encourage controlled tourism
- To ensure that the island remains peaceful and only marginally developed
- To maintain an infrastructure for the local population of Mustique

The activities of The Mustique Company include all aspects of maintaining the island – in effect, anything required to run an entire mini country. These wide ranging activities include:

- Island infrastructure including, water desalination, electricity production and road construction
- Essential island services including security, fire department, airport, medical clinic, marina, harbour, importing, telecommunications, and technology infrastructure
- Travel and leisure services including a spa, dive shop, horseback riding stables, tennis courts, and a wide variety of water sports
- Land sales, villas sales, rentals and construction

The challenge

The Mustique Company had expanded its services to include an airline, Air Adelphi. The company had previously implemented Dynamics GP for all other services, but the airline business has unique requirements that were not able to be easily captured in an ERP. As a small airline, it was not cost effective to acquire a system used by a major airline. The operations of Air Adelphi were being tracked completely on spreadsheets and manually compiled for month-end reporting. The key problems were:

- Tracking planes, standard flight routings and associated costs
- Manually tracking flight and passenger data was very time consuming and prone to error, which led to lengthy reconciliation processes
- Automation of calculations of travel agents' commissions
- The ability to capture costs and revenues for each flight and passenger for the purpose of reporting to other airline partners
- Monthly reporting of flights
- While not an initial requirement, The Mustique Company was looking for a system that could expand into a reservation system and could integrate with Dynamics GP

Why Microsoft Dynamics CRM

BDO was selected to implement the new system based on its extensive experience in Project Management and operational change, along with strong skills in finance and operational systems, and our strong customization teams. We suggested Microsoft Dynamics CRM to address The Mustique Company's requirements for the following reasons.

Ease of customizations

- Air Adelphi needed the system to be implemented quickly, as manually tracking the activities of the airline was becoming very cumbersome
- Microsoft Dynamics CRM was easily customized to track planes, flights routings, flights and passengers

SECTOR

Hospitality

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- Requirements were gathered over a two-day period and the full system was created and ready for testing in less than 20 days
- By using an agile development approach, changes were made collaboratively with the user community during the testing phase
- Training, testing, stabilization, and roll-out were completed within 60 days of initial requirements gathering

Ease of use

- The Mustique Company would require the Air Adelphi team to be self-sufficient in a short period of time, implementing an easy to use system to make up for its remote location and minimal amount of in-house IT staff
- With a standard Microsoft interface, Dynamics CRM is an easy system to learn; user training to prepare for testing was conducted in less than three hours, and users were up and running, entering transactions easily
- As the staff at Air Adelphi changes, new users are able to learn the system easily, which will minimize the learning curve and increase new hire productivity

Vendor stability

- The Mustique Company is located in a remote part of the world, so it is critical for it to operate technology that is widely recognized and supported, increasing its ability to obtain remote support from skilled professionals
- Microsoft Dynamics CRM runs on the proven industry standard database, Microsoft SQL and is currently in Release 4.0
- By using proven technology The Mustique Company will be able to maximize the return on its investment and continue to build on its existing Microsoft technology

The results

- Planes, flight routings, flights, and passengers are all tracked within Dynamics CRM
- Manual spreadsheet tracking has been eliminated
- Month end reporting is created by running a few SRS reports and manually accumulation of the month end reports is no longer required
- The Air Adelphi team is completely self-sufficient in the use of Dynamics CRM and can easily add new reports using the embedded user query tool

BDO Solutions helps small, medium and large size organizations align technology to their overall business strategies using Microsoft technology. We specialize in implementing Microsoft Dynamics GP and NAV and Microsoft Dynamics CRM enabling our clients to streamline their business processes and improve overall operational efficiency. For additional information please contact:

Gillian Martin
gmartin@bdo.ca
Direct: 416 369 4362
Cell: 416 315 4463

Michael Stranz
mstranz@bdo.ca
Direct: 519 772 0334
Cell: 519 748 7170

Jim Krahn
jkrahn@bdo.ca
Office: 403 231 5440
x 5625
Cell: 403 827 7355