

CASE STUDY – PELMOREX



The organization

The Weather Network commonly says, "Mother Nature doesn't take a break and neither do we." It is committed to delivering weather information to its consumers 24 hours a day, 365 days a year, across all platforms – TV, web, desktop and mobile. Its forecasts go beyond providing Canadians with information to plan their daily activities; The Weather Network's Commercial Services division offers complete weather solutions to market segments such as transportation, energy, municipalities and media.

The Weather Network's goal is very clear; it does not aim to be the biggest in the communications sector, but rather the best weather and weather-related content and information provider in Canada. It follows these guiding principles to be the very best in the weather category: focus, competitive advantage, teamwork, win-win relationships and control over our destiny. By continuing to focus on the unique integration of creativity, science and technology, The Weather Network, and its French counterpart, MétéoMédia, plan to lead the weather business in Canada for many years to come.

The challenge

Pelmorex, the parent company of The Weather Network, was interested in acquiring a contract management system to replace the existing environment. The Weather Network was using an un-integrated system and manual processes to run the interactive services portion of the business. The current system was meeting some of the business requirements but there were issues of integration, duplication of effort and manual processes that required automation. The system also needed to be able to meet the needs of both the finance team in terms of recurring billing and accounts receivable as well as the needs of the sales team to track the sales effort to close contracts. The key problems were:

- Integration — Pelmorex needed an easy to implement contract administration system that could be integrated with its corporate ERP as well as a CRM application
- Duplication of effort — Contracts were entered into spreadsheets to create the contract for the customer to sign and then re-entered to the billing system
- Manual processes — Contract approval by the sales manager and the credit manager was manual intensive

Why Microsoft Dynamics GP and CRM

BDO recommended Dynamics GP and Dynamics CRM to fulfill these requirements. BDO was selected due to our experience in environments with both Dynamics GP and CRM, as well as our many years of experience with complex organizations and integrations. BDO also provides experienced project management and skills with operational change, along with expertise with finance and operational systems. We suggested Microsoft Dynamics GP and CRM to address Pelmorex's requirements for the following reasons:

Ease of integration to operational systems

Microsoft Dynamics GP and CRM are easy to integrate both with each other and to other systems. This would be required to reduce or remove the manual integration to the main ERP, as well as the transition from sales to finance.

Ease of personalization

In order to meet the needs of the sales team and also the needs of the finance team, the system would need to be personalized to their requirements. Dynamics CRM and Dynamics GP both allow for ease of configuration, personalization and, when required, customization that would meet the needs of Pelmorex.

SECTOR

Media

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BDO is the sixth largest accounting and advisory firm in Canada with 95 offices nationwide. Our professionals have the expertise to serve owner-managed, large and mid-market companies, communities and non-profits in a broad range of industries.



Embedded workflow

In order to reduce or eliminate the manual approval processes, Pelmorex required a system with a configurable workflow engine with the ability to route contracts between sales, credit and finance.

Strength of reporting

One of the project goals was to enter the contract information only one time. This meant that a versatile reporting tool would be required. The same contract data would need to be presented to the customer, internally for approvals and finally as part of the billing process. Dynamics GP and CRM have embedded reporting tools able to provide this versatility of reporting.

The solution and the technology

The new system, designed and implemented by BDO, consists of the following Dynamics GP and Dynamics CRM Modules, delivered on Microsoft Windows Server, Microsoft SQL Server, and Terminal Server Technology:

Dynamics GP	Dynamics CRM	Reporting & Tools
General Ledger	Contract Tracking	FRx (Financial Statements)
Contract Administration	Workflow Approvals	Integration Manager
Receivables Management	Contract Reporting	Scribe Integration Tools
Sales Order Processing	Sales Reporting	SRS Reporting

The results

- The process of contract to cash is fully implemented in Dynamics GP and CRM
- Contracts are entered by the sales team, routed for sales and credit approval and printed directly from the system for customer sign off
- When contracts are accepted by customers, they are integrated to Dynamics GP for recurring billing and accounts receivable tracking without the need to re-enter the data
- Customers are set up one time only and the information is integrated to the other areas of the system

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:

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