

## Productivity Increase Up By 40%

*“ Navision software’s versatility is such that the integration process is equally smooth across any site in the region. Working with Compusoft Australia our development partner, we deployed Navision with several tailored modules into Sydney, Auckland, Hong Kong, and Kuala Lumpur. Compusoft Australia’s team approach and in-depth technical knowledge made the process very seamless”* - Bill Stephenson, Manager for Financial Systems and development ACNielsen Asia Pacific.

### NAVISION®

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### Facts

#### Company Profile

Founded in 1923 by Arthur Charles Nielsen, Sr., ACNielsen introduced consumer marketers to many innovative research methods and techniques.

- ▶ Today, ACNielsen is the world leader in marketing information services with more than 9,000 customers world-wide.
- ▶ ACNielsen’s operations span more than 100 countries. Headquartered in New York, their major regional business centres are located in Schaumburg, Illinois; Wavre, Belgium; Hong Kong; Sydney, Australia; Buenos Aires, Argentina; and Nicosia, Cyprus.

#### Problem

▶ Nielsen operated on three separate financial systems across the Asia Pacific Area. The staff at ACNielsen were forced to combine the data manually to obtain a regional view of its business. This made it difficult and often time consuming to effectively manage and grow associated products. More than 9,000 customers in over 100 countries rely on ACNielsen to measure competitive marketplace dynamics, to understand consumer attitude and behavior to develop advanced analytical insights that generated increased sales and profits.

#### Solution

▶ Compusoft Australia worked with ACNielsen to identify and tailor their specific requirements. They worked from the ground up, and built the solution around their individual customer needs. This included the development of a series of tailored modules including; General Ledger, Accounts Payable and Accounts Receivable. And later, Fixed Assets and Job Costs.

#### Benefits

- ▶ Compusoft Australia delivered a tailored solution for ACNielsen that:
  - improved productivity by 40%
  - integrated financial services throughout Asia, Australia, and New Zealand.
  - provided information in real time
  - provided a 360 view of the business in real time
  - enhanced the overall CRM relationships with key customers

#### Future Pathways

- ▶ Compusoft Australia services ACNielsen offices across the region.

**A**CNielsen began working with Compusoft Australia in April 1998, and by the end of September, 1999, all 14 offices in the Asia Pacific region were using Navision software.

According to Bill Stephenson ACNielsen’s Asia Pacific

Manager for Financial Systems and Development (based in Sydney), Navision software began providing its value very early on. **“With only three sites in place there was an immediate improvement in the productivity of staff supporting billing and accounts payable activity”.**

**Continued Overleaf**

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**“Over all, the payment of the vendors and the speed of the data entry improved more than 40 percent on past performance. We saved at least 25 hours per week in the accounts payable division, including a fifteen hour reduction in data entry time that no longer required”** he said.

Previously, Sydney-based administration staff had to integrate information from the three different applications before sending it to the company's Asia Pacific headquarters in Hong Kong. To do this the staff manually entered data from each financial system into a common application.

**“The time spent constantly putting financial information onto a common platform, caused unnecessary strain on our time and our budget,”** said Stephenson.

**“With the help of Compusoft Australia and Navision software across the board, we not only began saving money, but we were able to send suppliers one invoice instead of three – on time, with precise information.”**

Working with Compusoft Australia, ACNielsen has now standardized its Asia Pacific business processes using a tailored version of Navision Software running on Microsoft Windows NT.

Commenting on this project, Managing Director of Compusoft Australia, Joe Cardinale said that with the varying office sizes across the Asia Pacific, ACNielsen needed to find a solution that could scale to accommodate these variations. “They needed a business solution that was equally effective for sites of 50 users or sites where there was only one user”.

**“Our technical capabilities and in depth knowledge of Navision allowed us to identify tailored module enhancements for their business needs, and to develop and incorporate these into the overall design process.”** “This coupled with our 24/7 tech desk and customer dial-in service, allows us to monitor and maintain optimum productivity for the network across Asia” says Cardinale.

**Tailored modules developed by Compusoft Australia included :**

- General Ledger
- Accounts Payable
- Accounts Receivable
- Fixed Assets
- Job Costs

Compusoft Australia installed 150 Windows 95 users, located in 14 offices across the region.

Working together with the ACNielsen team, Compusoft Australia has increased administration staff by up to 40%, and provided a 360 degree view of the company's business in real time across the Asia Pacific Region.