

CASE STUDY

CLIENT:	Seashells Hospitality Group
INDUSTRY:	Business Services/Food & Beverage
LOCATION:	Australia
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	Horizon Business Systems

WA resort group finds the ideal accounting tool for businesses wanting to report on multiple revenue streams

Overview

Seashells Hospitality Group is one of Western Australia's leading hospitality management companies. Founded in 1992 with the opening of the first Seashells Resort Apartments in Scarborough, it now has four 4 ½ star hotels in WA and 150 staff.

To manage their accounting needs the company was using MYOB Premier, and liked the fact that it allowed them to easily drill down into transactions. But as Seashells grew, they found they needed more comprehensive reporting, according to Chief Financial Officer, Shaun Bist.

"As is typical for a business in the hospitality industry, we have a number of different revenue streams: one for accommodation, another for food, beverages and so on. And we needed to report on each of those separately," says Shaun.

So Seashells started looking for a system that would allow them to do just that.

Keeping it simple

Ease of use was top priority for Seashells. "Our staff were comfortable using Premier, so the last thing we wanted was to introduce something that was difficult to use. It needed to be intuitive and simple," says Shaun.

Originally, they considered two systems: Attache and Greentree. But Seashells couldn't justify their prices.

"Even though we've got a number of hotels, we're still considered a small business. A company of our size doesn't want to spend the best part of \$100k on software," says Shaun.

The perfect fit

It was almost by chance that Seashells came across MYOB EXO at an Expo. Straight away they could see that it had the balance of functionality, ease of use and the affordability they were looking for.

"EXO is perfectly geared for a company of our size," says Shaun. "It's supported by a wide network of Enterprise Solutions partners too, which is a bonus."

While at the Expo, one of the Enterprise Solutions partners – Perth-based Company Horizon BS – was able to talk Seashells through the implementation process. According to Shaun, that conversation played a big part in ultimately convincing them to choose EXO.

"We needed someone to work with us – not just simply install the software. We felt Horizon BS would help us get the set-up we needed."

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Easy set-up process

Once Seashells had agreed to implement EXO, the process quickly moved ahead.

Seashells reviewed their General Ledger accounts. Then together with their partners, the two companies:

- Worked out exactly what was required by Seashells for reporting purposes
- Discussed how they would meet those goals
- Decided on a cut-off date
- Dumped data from the old system to the new system (trial balance dump)
- Fine-tuned and updated data
- Created and refined the reporting module.

“Basic installation took four days tops,” says Shaun, “and I can honestly say we didn’t have any problems. It obviously takes a bit of time to get used to the different ways of doing things in a new system, but our staff were able to get up to speed quickly.”

This was down to the trial database that Horizon BS installed for Seashells. It meant their staff could get used to the new interface at their own pace.

Help on hand

Of Horizon BS, Shaun says “They were extremely helpful in the sense they understood that the installation process wasn’t simply the installation of software. It was about customising the system to our needs.”

The partnership continues to be supportive, helpful and approachable.

“We haven’t needed anything too taxing from them since the installation,” says Shaun, “but every now and then when I require something out of the ordinary, Horizon BS have been more than willing to give us the information.”

Streamlining the reporting process

Shaun says the biggest improvement with EXO is the fact that he no longer has to do anything manually.

“In Premier, we’d have to dump all our data into Excel and do a look up and all that sort of stuff – which was long winded. But in EXO, the base reporting template we’ve got set up pretty much self-populates, and gives us all the percentages and ratios we need in just a couple of clicks.”

That, according to Shaun, makes analysing the performance of Seashells’ different revenue streams so much easier. It cuts the time it takes to generate management reports too.

A solid accounting tool

Aside from the reporting templates, Seashells primarily uses EXO as a solid accounting tool. And according to Shaun, their needs are met comfortably.

“We know EXO can do a lot more, and at some stage we might consider delving into the software further,” says Shaun, “but between EXO and Excel, we’ve got our bases pretty much covered for the moment.”

“It’s nice to know we’re not limited to our current size. With multi-company and company consolidation, EXO will be able to accommodate our growth as and when we decide to add resorts to our portfolio.”

“But essentially what we’ve got with EXO is a solid accounting package that allows us to report in the way we want to report. And that’s exactly what we need right now.”



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Email exo@myob.com.au
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