



Giving you more control

## Making IT make sense

Making IT make sense means designing, implementing and supporting technology solutions that deliver a tangible return on investment and assist your organisation to achieve its aims and ambitions.

At JMC IT, our combination of approach, experience, accreditation, award-winning customer service and ability to be a single source for your IT requirements, means that our solutions genuinely address business needs, making commercial, operational and financial sense.

We would welcome the opportunity to demonstrate our approach.



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IT solutions for Sports & Leisure



## Confidence

*In a word, it's what you need to drive your business forward.*

To know that the decisions you make are based on information you can trust. To know that your business management solution can deliver not just a one-hit return on investment, but also the same staying power that will enable your sports or leisure organisation to keep pace with changing business practices, new market opportunities and the latest technologies.

Microsoft Dynamics™ GP is designed to give you that confidence. Built on the highly scalable and affordable platform of Microsoft technologies, Microsoft Dynamics GP offers you a fully mature financial, analytics and business management system that unifies data and processes across your business, easily integrating with other solutions and connecting employees, customers and suppliers, regardless of time or location.

And when you choose JMC IT to install Microsoft Dynamics GP, you get the backing of a partner with a proven track record in providing business management solutions to the sporting community and with knowledge and understanding of your diverse requirements. We are a core member of the Microsoft Sports and Leisure Partner Group and the only GP Partner within this group, so you can rely on rapid implementation, a quick return on your investment and a low cost of ownership.

You know where you want to take your club. With Microsoft Dynamics GP and JMC you can pursue that vision with confidence.

*"JMC IT implemented Microsoft Dynamics GP over six years ago and year-on-year it has delivered significant business benefits to our club. We have saved a huge amount of time and resource and now all the information we need is at our fingertips.*

*"The people from JMC have added a great amount of value to our Microsoft Dynamics GP implementation by providing a quality service and excellent support throughout. JMC is now a key IT partner and I would highly recommend them to everyone in the sports and leisure market."*

**Blackburn Rovers FC**

## What sets us apart is our approach

*In today's increasingly competitive marketplace, the part that proven financial management systems can play in driving a leisure venue's commercial success cannot be underestimated.*

A well designed and supported system can dramatically increase efficiency, competitiveness and, ultimately, profitability. Selecting a partner who has the necessary experience and resources to help make it happen, can be the decisive factor.

At JMC IT we pride ourselves on being just such a partner.

Formed in 1981, we have the scale and strong financial footing to enable us to continuously invest in our business and support a comprehensive portfolio of products and services including Microsoft Dynamics GP, Microsoft Dynamics™ NAV and Pegasus Opera II.

*We are committed to building lasting relationships with our clients and understand the complexity and difficulty of running modern sports and leisure organisations. In particular, we recognise that the key to maintaining competitive advantage is effective business management, ideally supported by functional, accessible technology.*

Adopting this approach ensures that we are able to play a proactive role in the design of successful strategies and solutions that help our clients achieve their desired return on investment.

Central to this is a fundamental recognition that lasting relationships are based on the continuity and quality of the people we employ. We therefore place a great emphasis on the retention and development of our unique assets – our staff. In an industry renowned for its high staff turnover, our average length of service is in excess of eight years. This continuity plays a significant role in ensuring the completion of successful projects and maintaining our high levels of client satisfaction and retention.

An average client has been with us for over ten years and 93% are happy to recommend us to others. This, combined with a host of prestigious customer service and employer recognition awards, suggests our approach is working.





**Microsoft Dynamics GP is the business management solution of choice for a significant number of sports and leisure venues, including a significant number of FA Premier League football stadiums, many of the UK's sports governing bodies and a number of major US sporting franchises, including 50% of the NFL.**

**Financial management that brings it all together**

The backbone of any sports or leisure venue, Microsoft Dynamic GP sharply reduces time and effort needed for key accounting tasks. The solution also provides easy access and rich analysis of integrated, updated information and connects smoothly with operations across your entire business.

Manage your financials in the way that best suits your business with unlimited budget tracking, flexible period or month end closing processes and definable multi-currency management – and that's just the start. Expansive capabilities embrace all the financial activity that moves through your business – from general ledger to inter-company postings, purchasing to project management, expense management to electronic banking.

Count on one version of the truth at all times. Whether you're drilling down on invoices or purchase orders, evaluating revenues from your e-commerce site, managing payroll or processing multi-currency transactions, you'll have the power of automatic information updates and seamless integration across your Microsoft Dynamics GP system. A broad range of reporting and business intelligence tools provides the deep visibility into accurate, current information that's key to effective decision making – ranging from at-a-glance views for key performance indicators to cross-company reports from Microsoft FRx.

**One interconnected solution**

Extend the reach of your organisation with one solution that gives you the power to manage your business the way you want. Microsoft Dynamics GP offers Business Ready Licensing that streamlines the previous modular pricing model to a new system based primarily on the number of users of the software. Business Ready Licensing has reduced the price of typical entry-level configuration and simplified the module selection. From core business processes to web-based delivery of applications, you have the assurance that operations and information are flowing smoothly across your organisation – always current, always accurate.

Take integration a step further by leveraging a Microsoft platform that lets you seamlessly integrate with other platforms and data sources, such as ticketing and retail. You can also build custom solutions that meet sporting industry and business-specific needs.



**Microsoft Dynamics GP**

**Insight: A complete view of your business**

Microsoft Dynamics GP delivers analytical and reporting capabilities designed for real people, so that decision makers and employees have the power to see exactly what's happening within your sports or leisure organisation. Not just the big picture, but the critical costs that determine profitability.

**Do more than access information – make sense of it**

- Monitor all operations, costs and revenues across commercial, media and event activities, with built in drill-down, enquiry and reporting capabilities.
- Proactively drill-down to individual event analysis.
- Define and deliver personalised views of key performance metrics that enable decision makers to quickly assess current conditions and monitor underlying trends.

**Tailor reporting processes to fit your organisation**

- Easily create, update and modify all reports and forms your organisation uses with Microsoft Dynamics GP Report Writer.
- Build customisable financial reports with Microsoft FRx, including personalised packages that consolidate Microsoft® Office documents, Microsoft FRx reports and other formats into a single file for delivery to decision makers and use flexible scheduling and delivery options to publish reports.

**Eliminate the learning curve with easy integration into Microsoft® Office**

By combining the world's most widely used productivity applications and Microsoft Dynamics GP, you can speed up access to business information, strengthen reporting capabilities and foster teamwork and collaboration.

- Share budgeting data with Microsoft® Office Excel, with the ability to make full use of Office Excel-based reporting and budgeting capabilities.
- Highlight your financials in vivid detail with the ability to transform Microsoft Dynamics GP information into Excel pivot tables and charts with a single click.
- Drive accurate information into users' hands more quickly and eliminate the need to juggle applications by allowing them to locate and access Microsoft Dynamics GP data while working within Microsoft® Office.
- Easily populate Microsoft® Office Word form letters and other documents with up-to-date customer and supplier information, using simple step-by-step instructions.
- Reduce paper-based processes by delivering online self-service applications, requisitions and online queries and enable managers to complete common tasks quickly by sending email alerts when items are ready for approval.

## Microsoft Dynamics GP in practice

### Manchester United Football Club

With a diverse range of business operations, effective financial management is a strategic imperative for the country's richest football club. JMC IT was tasked with implementing a system which provided an efficient overview.

As a highly ambitious organisation the correlation and manipulation of data into employable information is vital. It was for this reason that JMC recommended that Microsoft Dynamics GP was installed.

The impact of the implementation was immediate and obvious. Soon after Microsoft Dynamics GP was installed extensive time and resource savings were reported.

Mike Wells, Chief Accountant said: **"We are looking for Dynamics GP to enable the Finance department to provide a first class service to the rest of the business thereby assisting the club to grow and develop. It will help us achieve a vision of transforming the role of Finance from being primarily a transactional processing and control function to one that enables staff to spend more time on decision support activities."**

### Blackburn Rovers Football Club

When Blackburn Rovers updated its financial systems, the club set up a number of key criteria – in addition to facilities for e-commerce the club also needed superior analytical capabilities, written in Microsoft SQL Server, to cope with a huge volume of transactions and provide scalability for future growth.

Having decided that Microsoft Dynamics GP more than met its criteria, Blackburn Rovers appointed JMC IT to advise on and manage the implementation in addition to providing training and ongoing support.

In addition to essential financial and reporting options, JMC advised the club to install Microsoft Dynamics GP Multi-Dimensional Analysis, to allow highly detailed analysis of sales and purchase transactions, thereby vastly improving cost control and reporting capabilities.

Blackburn Rovers said: **"Striking a balance between IT investment and benefits received is always a complex task. JMC IT worked with us to optimise our investment and ensured we gained the maximum benefits from Microsoft Dynamics GP. The value they have added to our business management function is great and we still consider them an integral part of our IT function many years down the line."**

### Everton Football Club

Everton has many profit/cost centres, making it vital for its financial staff to have access to up-to-date information and extremely flexible reporting. The club has an ambitious integration strategy, and required a finance application that would connect with other business solutions.

After researching the products available, Everton chose a 15-user package of Microsoft Dynamics GP modules incorporating general ledger, receivables, payables, invoicing, credit control and cashbook, which would provide the scalability and functionality necessary to support the club's complex requirements.

Everton said: **"Long-term there is no doubt that Microsoft's ownership gives comfort and reassurance about the future of the product and I expect that we'll be able to work smarter, not harder, as design and capability continue to improve."**

**We are also working with a selection of other sports and leisure clubs including Bolton Wanderers and Lancashire County Cricket Club who we support with Pegasus Opera II.**



## Is your current software taking your organisation where you want to be?

**To better understand whether your existing financial management software is adequately supporting your business, ask yourself the following questions:**

- Is your finance department spending a lot of time preparing reports to get information to those that require it?
- Is data being re-keyed from external applications?
- Do errors occur?
- Is it difficult to set up codes to track transaction activity by events, cost centre, match, player etc. in order to further analyse expenses? Is analysis always readily available? Is the analysis cumbersome or does it require additional software?
- Are you able to perform 'what-if' cash scenarios? Is this a cumbersome and error-prone process? Is it difficult to update when underlying data changes?
- Do you spend time transferring budget data from spreadsheets into management accounts? Can you easily transfer actual and budget data between the general ledger and Excel for reviewing and updating forecasts?
- Do you have a manual process of entering deferred revenue transactions? Are transactions missed, not recognising revenue when they should?

If you are now starting to question whether your business could be better supported, we would be happy to hear from you.

### In Summary

Microsoft Dynamics GP is a business management solution with an excellent pedigree within the sports and leisure community. JMC IT is a Microsoft Gold Certified Partner with over eight years' experience of implementing and supporting Microsoft Dynamics GP and working closely with sports and leisure venues.

### For more information:

Visit: [www.jmc.it](http://www.jmc.it)

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Call: 0161 925 7777

*"JMC IT lives up to everything we ask. I have considerable experience as a system administrator and I can easily spot the 'holes' in client support service delivery. There is no doubt in my mind that JMC IT is the best I've worked with so far."*

**Everton Football Club**