



AVANADE® CASE STUDY

Studio 100 improves efficiency with Microsoft Dynamics AX

Media company streamlines project management and royalty accounting



Studio 100 wanted to streamline its administration with an integrated enterprise resource planning (ERP) program. The top priorities included a project management system and automated royalty calculation. After extensive research, they selected Microsoft® Dynamics™ AX and Avanade to implement the solution.



OVERVIEW

Industry

Media & Entertainment

Geography

Belgium, The Netherlands, Germany

Solution Summary

Project and IP management, using Microsoft Dynamics AX

Technology

- ▶ Microsoft Dynamics AX 4.0
- ▶ Professional Services Automation for Dynamics AX

Benefits

- ▶ Transparent project management with online status monitoring
- ▶ Data centralization
- ▶ Computerized calculation of license fees and royalties
- ▶ Standard CRM functionality for targeted marketing actions

CUSTOMER BACKGROUND

Studio 100's HQ is in Schelle, Belgium. It operates in Belgium, the Netherlands and Germany. Established in 1996, it is the largest producer of children's TV programs in the region. Recently Studio 100 took over a German company, EM.Entertainment GmbH, including the broadcasting rights for classic programs such as *Maya the Bee* and *Pippi Longstocking*. The group's turnover is €79 million, split between film, television, audio/video, their publishing company, amusement parks, theatrical production, licence fees and merchandising.

Early in 2006, Studio 100 began to outgrow its administrative processes. "Our accounting package couldn't cope," says Philippe Van Negen, the company's technical director. "Furthermore we are very project-oriented. But it was impossible to get a clear view of the status of our projects with the tools we had then. In other words, we needed a professional ERP package."

BUSINESS CHALLENGE

Studio 100 had requirements beyond its priorities of administration and project management. The company decided to outsource its warehouse. This resulted in the interface requirements to exchange logistics information, such as sales and purchase orders and stock information.

In addition, Studio 100 wanted to find a way to monitor the test results for merchandising articles (mainly children's toys) in combination with a document management system to keep track of test certificates.

The licence department needed a tool to automate the complex calculations of licence fees and royalty payments. Finally, they wanted a tool to manage email campaigns for the events that Studio 100 organizes.

THE SOLUTION

Based on this analysis, "we sent a request for information to 15 software vendors asking if their solution was able to support our processes," says Van Negen.

Three packages made it onto the shortlist, including Microsoft Dynamics AX.

"In the course of the first demo, we examined in detail the Professional Services (PSA) Module and approved it," adds Van Negen.

"Studio 100 has a complex multi-company structure," Van Negen says. "Microsoft Dynamics AX was the best fit with our organization because it let us manage various companies in a single database. Another decisive factor was the existence of an add-on module for intellectual property (IP) management within Microsoft Dynamics AX that calculates royalties on the basis of contracts and invoices."

About Microsoft Dynamics AX

Designed for midsize and larger companies, Microsoft® Dynamics™ AX is a multi-language, multi-currency enterprise resource planning (ERP) solution. With core strengths in manufacturing and e-business, there is an additional strong functionality for the wholesale and services industries.

Microsoft® Dynamics is a line of integrated adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft® Dynamics works like familiar Microsoft® software such as Microsoft® Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft®, it easily works with the systems your company already has implemented. By automating and streamlining financial, customer relationship and supply chain processes, Microsoft® Dynamics brings together people, processes and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft® Dynamics AX, go to: www.microsoft.com/dynamics

Having selected Microsoft Dynamics AX, the company gave 3 partners a detailed requirement specification. Quadreon, now part of Avanade, made a good impression. “Avanade has a strict and efficient methodology which guarantees that the agreed project scope is delivered on time and within the agreed budget,” says Van Negen. Furthermore they have built up lots of experience in similar project orientated companies.”

AVANADE VALUE

Together with Studio 100, Avanade drew up a road map with clear milestones. First, the company’s business processes were synchronized with the ones in Microsoft Dynamics AX.

Next, they defined any additional bespoke solutions. “For Avanade, custom-made solutions should be avoided as much as possible and only used where strictly needed to support explicit business requirements,” says Van Negen. Fortunately, only a few were necessary because of the functionality built into Microsoft Dynamics AX.

Finally, Avanade built a prototype which supports all the processes in Studio 100 and today, mid-2008, the company is collecting information for the first data migration in order to begin thorough testing of the new software.

RESULTS

The project is still ongoing. But the potential benefits are already evident. The logistics management has shifted to the external partner, leaving Studio 100 with an interface that allows them to create articles and monitor stock changes.

Thanks to the IP management module, royalty calculations are painless and fully integrated with the company’s accounting software. The standard customer relationship management module of Microsoft Dynamics AX fully supports Studio 100’s marketing activity. In addition, with Microsoft Office SharePoint Server 2007, the company can store and share documents easily.

However, the PSA module offers the biggest potential benefit. “Because we now have the latest information about our projects at our fingertips, we can, at any moment, compare actual figures against budgets. In this way, we can react and inform the parties involved. In our organization, this is new and it’s a huge benefit,” says Van Negen.

The technical director is extremely satisfied with Avanade’s professionalism. “Thanks to their tight planning, the implementation is within budget and on schedule,” he says. “Avanade’s consultants have been very supportive and proactive and, thanks to their open communication, they have converted sceptical users into enthusiasts. We are already looking forward to the go-live in January 2009.”

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Philippe Van Negen
Technical Director
Studio 100

About Avanade

Avanade is a global IT consultancy dedicated to using the Microsoft environment to help enterprises achieve profitable growth. Through proven solutions that extend Microsoft technologies, Avanade helps enterprises increase revenue, reduce costs, and reinvest in innovation to gain competitive advantage. Avanade consultants deliver value according to each customer's requirements, timeline, and budget by combining insight, innovation, and the talent of our global workforce. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture and Microsoft Corp. Avanade has more than 8,000 professionals serving customers in 22 countries worldwide. Additional information can be found at www.avanade.com.

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For more information about Studio 100, go to: www.studio100.tv