

# Time Out Sydney, Australia

## Case Study



**INDUSTRY - Time Out is an internationally recognised weekly magazine that covers the activities and events in major cities around the world. With reviews of restaurants, film and music, as well as nightlife, performing arts, kids and style sections to name a few; Time Out is coined as "Sydney's Entertainment Bible". When Time Out opened operations in Sydney in 2007, they turned to HansaWorld to deliver a system to manage sales, financials, scheduling and wide area networking for multiple locations and travelling staff.**

### Before HansaWorld

Time Out Sydney were initially a start-up in Australia with a rapidly growing team so it was soon recognised that due to the volume of information that sales people would be collecting, an integrated system was needed to store and provide this information in a timely and efficient manner to senior managers.

### Choosing HansaWorld

Michael Gigliotti, Finance Director explains "We were looking for a software solution that could assist our business with accounting, CRM, projects and remote access whilst working in a cross platform environment. When we found HansaWorld, we were delighted to find a system that offered the functionality we required and running on Mac and PC without needing a web browser interface which the other packages required. We considered solutions such as Salesforce.com, MYOB Exonet and SugarCRM and by chance, found HansaWorld which offered the same functionality plus much more".

Time Out decided to proceed with HansaWorld for the following reasons:

- CRM integrated with accounting allowed efficient tracking of sales activity and revenue generated.
- Mobile access to system using PDA devices.
- Client-server application running native on PC and Mac instead of a web browser.
- Lower cost of ownership to run HansaWorld due to being a single integrated package.

### Solution details

Time Out Sydney are running 20 users on PC and Mac computers within their Sydney office plus remote access machines such as mobile PDA phones. The modules used include CRM, Job Costing for Projects, Accounts, Purchase Orders, Group Calendar, Resource Planner and Wide Area Networking.

Gigliotti explains "I have had years of experience with other accounting systems on the market and found that the HansaWorld accounting modules were very intuitive and straight forward to use. A particular feature that I like is authorisation of invoices and the fact that we can allow other people to enter a transaction which I can then approve. This frees up more of my time to focus on my management tasks."

### Implementation Process

**"The implementation was surprisingly quick and allowed us to keep running our business during the project without any real disruptions. The training was at the pace that we required to accommodate our changing business processes at the time. I expected that for a system like HansaWorld we would need more time to set it up but with the assistance of the Hansaworld consultant, it was simple and relatively stress-free!"** says Gigliotti,

"Shortly after installation we moved offices and the transition was a seamless process due to the ease of starting up the application in the new location."

Gigliotti adds "Because the system is compatible with any operating system, I found it hard to believe how even on a PC, I can drag and drop a client folder from one machine to another and instantly it works without any windows directory installations. We are pleased that we don't even need an IT person in the company to maintain the system which is very beneficial as we are always busy and focusing on our core business which is the weekly magazine."



## Benefits and results

Time Out plans to send newsletters, to communicate with their customers for new product lines and promotions.

- Improved efficiency as a business with easily accessible data.
- Working from anywhere now possible and no longer tied to the office desk.
- Better planning for resources and projects.
- More efficient tracking of sales activity such as quotes, calls, follow ups and appointments.

Gigliotti explains "As we are a start-up we are all learning the new system at the same time. The interface makes it easy to be shown something once and understand it, ideal for training new staff in our rapidly growing company."

"For staff reimbursements, we now use the integrated Expenses module and have been able to eliminate the old manual spreadsheets which were previously very labour intensive."

For resource management Time Out use the integrated calendar and scheduler for booking meeting rooms as well as people such as photographers. "HansaWorld allows internal staff to see photographer diaries instantly and schedule them on jobs when they are available. This process was previously very time consuming because our calendars were not shared by all."

CRM is also used extensively in the company for functions such as the Mailing List. According to Gigliotti " Sales staff use this module to classify a new contact as weekly or fortnightly, then we can print off the list of who is on this and send our regular newsletters to them. Most importantly, we now have the ability to manage sales staff activities such as where they are, who they have met with, what the next steps are and how we can ensure all opportunities are followed through to a sale. We now have greater visibility at a glance to see where sales people are spending time and can measure the return our business is getting from this."

## Future

Because Time Out Sydney has the distribution rights for Australia and New Zealand, they plan to release the magazine for the major cities in Australia and New Zealand in the near future. By having a HansaWorld system that is scaleable and can link between each location this provides a future-proof solution for the business. As the sales team grows in the months ahead, CRM will become increasingly more important for management to keep track of staff activity in multiple locations in Australia and New Zealand.

Gigliotti says "The number of mobile users will increase allowing sales staff access to the key CRM information while on the move. With HansaWorld we believe we have found the best solution on the market for our size of business and know that we can grow into the system as our business continues to expand in years to come".

## About HansaWorld

HansaWorld is a business solutions provider with nearly 20 years of experience in the international software market. It is our ambition to stay ahead of change and constantly offer customers more efficient ways of running their businesses.

With more than 70,000 installations world-wide, we have the experience to be your future proof software partner combining global knowledge and local representation.

### Contact us:

HansaWorld Australia Pty Ltd.  
L3, 137 - 139 Bathurst Street, Sydney NSW 2000  
Tel: +612 92839845, Fax : +612 92837153  
www.hansaworld.com

The screenshot displays the Time Out Sydney website interface. At the top, a banner reads "GET PUBLISHED IN TIME OUT SYDNEY!" with the subtext "WE'RE LOOKING FOR SYDNEY'S BEST UNDISCOVERED CRITIC. WRITE A REVIEW ON A LOCAL BIZ. GET PUBLISHED AND WIN \$5,000." and the "speak up SYDNEY" logo. Below this is a navigation bar with "Time Out Sydney", "TIME OUT WORLDWIDE", "TRAVEL", and "SHOP". A sidebar on the left lists various categories: "Around Town", "Arts", "Bars & Pubs", "Books", "Clubs", "Dating", "Film", "Gay & Lesbian", "Kids", "Mind & Body", "Music", "Outdoor", "Restaurants", "Style", and "Time In". The main content area features a "Sydney" header with the text "Things to do in Sydney including film, food, art, music and clubs". Below this is a search box titled "Find a place, event or article" with fields for "by name:", "and by category:", and "and/or by Date:", along with a "Critics' Pick" checkbox and a "SEARCH" button. To the right of the search box is a "Most viewed:" list including "Op shop Odyssey", "Cheap thrills", "Rooftop Bars", "Cybele Malinowski", "Martin Place Free...", "Hot 50 17", "Pendolino swings", "Streets of style", "Skins", and "Leona Lewis Exclu...". Further right are promotional banners for "The Beer" magazine (926 issues), "Brendon Burns" (comedy debate), "\$6.00 Postage Australia Wide!", and "Great Gift Ideas" from tesora.com.au.