



## Dataflow Case Study Entertainment Industry



### BINGO!

When Top Ten Bingo looked for ways of streamlining their business, they chose *dataflow~32* to help them save time to make more money

Top Ten Bingo is one of the UK's largest Bingo Clubs with 29 clubs already in existence across the country and another 12 planned to open in the coming months. With their Head Office in St. Albans, Top Ten Bingo have been trading for over 10 years now as a nationwide network of Bingo Clubs.

Top Ten Bingo, like so many companies that have experienced relatively fast growth found themselves in an administration 'nightmare' as all the weekly activity from each of the clubs including admission count, takings and expenditure were being sent to their Head Office for entering in the form of an Excel spreadsheet.

"I would take the returns from each club", says Ann Surtees, Office Manager at Top Ten Bingo, "which were supplied to me as Excel spreadsheets and then I would have to handwrite these entries into the weekly cash book" Ann continued. "The cash book was then used to update the financial system here at Head Office – it was causing a lot of duplicated effort and photocopying on my part!"

It became very clear that the whole process would have to change to free up the time of the finance department and remove the duplication of effort and photocopying that was taking place on a daily basis. In short, reduce the huge administration burden that was slowing the finance department down.

Top Ten Bingo and Dataflow have been working together now for over 2½ years. Founded in 1981, Dataflow design flexible and cost-effective accountancy software solutions that can be implemented as standard, or moulded around the users' requirements.

When Dataflow met with Top Ten Bingo for the first time, it was clear that Dataflow's solutions could add tremendous value to Top Ten Bingo; streamlining and integrating the Club systems with Dataflow's accounting system – *dataflow~32* which would be centralised at Top Ten Bingo's head office.



Top Ten Bingo and Dataflow had a clear set of objectives that they wanted to achieve in addition to removing duplication, reducing administration and saving the finance department's time to focus on other business issues.

Top Ten Bingo needed to automate the way they gathered financial information to make the collation and dissemination of this information quicker and more reliable. The management team also needed to see this information in a format which was easy to understand. Above all, the system had to provide a relatively fast return on investment and quick benefit-realisation.

Dataflow implemented the core financial suite from *dataflow~32*, provided training for all users of the system, created the management report structure and automated the transfer of information into the system from the paper-based system in just 5 days.

The whole process is now managed and maintained on an ongoing basis by Ann Surtees and her team and the very process that previously had taken a week to complete, now takes a matter of a couple of hours each week.



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Going forward, Top Ten Bingo has the true infrastructure to support their ongoing business transactions and support their continued growth.

As Top Ten Bingo continues to implement its' expansion plan, *dataflow~32* continues to support the day-to-day management of its accounts and how this information is turned into valuable business data.

"Implementing *dataflow~32* has really had a huge positive impact on our business", says Alan Western, Managing Director and Owner of Top Ten Bingo: "before now, my Office Manager and accounts team were spending much of the working week inputting information, photocopying spreadsheets which are labour-intensive tasks that don't really give my staff the opportunity to shine.

**"In short, you could say that we achieved a quick return on investment from *dataflow~32*, as it performs a task in a matter of minutes that would take a member of staff an entire week!"**

*dataflow~32* has freed their time up to focus on the day-to-day running of the business accounts which in turn has saved the company enormous amounts of money through re-directed efforts. In short, you

could say that we achieved a quick return on investment from *dataflow~32* as it performs a task in a matter of minutes that would take a member of staff an entire week!"

And, because *dataflow~32* is a modular and scaleable solution, Top Ten Bingo can choose to add new capabilities and modules to support their business as it grows. Automatic updates available as 'downloads' from the Dataflow web site ensure that all *dataflow~32* users are constantly kept up to date with the latest version and product enhancements.

Dariush Mogtader, Managing Director of Dataflow UK, comments, "We are delighted that through *dataflow~32*, we have been able to provide such a quick return on investment for Top Ten Bingo".

Dataflow's Management Systems are already helping many companies to realise their true growth potential through streamlining their business processes. If you would like further information, please contact us on 0845 456 1020.

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