



ENTERTAINMENT

## CASE STUDY: THE SOUND OF MUSIC

When DeWolfe Music looked to upgrade its financial accounts software, Dataflow came in at number 1.



DeWolfe Music may not be a household name but there can't be many people in the UK who don't instantly recognise the Coronation Street theme tune.

The rights to this famous piece of music, along with a quarter of a million other titles, by over 600 different composers, are owned by DeWolfe.

The London-based company provides music and sound effects for TV, radio, media, commercial, web and live productions all over the world.

DeWolfe's music library covers a wide variety of categories including classical, contemporary, sports, romance, travel, holiday, new age, pop, comedy, jazz and blues.

Founded in 1908, DeWolfe remains a family run business, spanning three generations. Much of its success is born out of the company's commitment to offer a personal and professional service; whether it is providing library sound effects or composing and recording original music at its state-of-the-art London Studio.

### LONE WOLFE

Times have changed in the intervening 100 years. Technology, in particular the internet, plays an increasing role in every aspect of the business and when it comes to IT, DeWolfe has its own particular way of doing things.

When Mohamed Nazarali, DeWolfe's company secretary, decided it was time to computerise the accounts system in the mid-eighties, he came up against some resistance.

However, once the first 286 PCs were installed, the benefits of computers quickly became apparent. Where Nazarali was less impressed, was with the quality of equipment support he received from the PC vendors. As a result, DeWolfe decided the way forward was to build and support their own IT systems.

Today, all the desktop PCs and servers are built from components bought in and assembled by the DeWolfe IT department. All three sites in London are linked by leased lines and managed from the head office.

When it came to software, DeWolfe had the same philosophy and wrote their own accounting package - some 40,000 lines of code – that ran the company's finance department for more than a decade.

### WHY DATAFLOW?

When it came time to upgrade the in-house package to something Windows-based, Nazarali started to look closely at the market.

As someone who knew a thing or two about software, Nazarali recognised the limitations of many of the accounting solutions out there. A lot of packages were still essentially DOS-based systems with a Windows front-end bolted on. It was then that someone suggested he take a look at Dataflow.

**"IT DIDN'T TAKE LONG TO SEE THAT DATAFLOW HAD BEEN DESIGNED FROM THE GROUND UP TO MAKE THE MOST OF THE WINDOWS ENVIRONMENT."**

**“IT WAS APPARENT FROM THE BEGINNING THAT DATAFLOW WAS GOING TO BE EASY TO USE. IT WAS A SIMPLE PROCESS TO CUSTOMISE IT TO SUIT OUR SPECIFIC BUSINESS NEEDS.”**

MOHAMED NAZARALI, COMPANY SECRETARY  
DEWOLFE MUSIC

Although not as well-known as Pegasus or Sage, Dataflow proved to be the best solution available and was soon up and running the accounts for the eight businesses that make up DeWolfe Music.

Another influencing factor was the ease with which other software could be integrated with Dataflow. This was a key consideration as the company was still running a number of programmes that had been written by Nazarali, including the software that processed royalties – the core of DeWolfe’s business.

Every time a piece of music (or sound effect) is played, DeWolfe earns revenue for itself and the composer. This could range from a nominal £100 fee for a school musical production to £40,000 for a major commercial production.

Over 30,000 different titles are used every year. In most cases, the royalties are collected by the worldwide Performing Rights Society (PRS) and passed on to DeWolfe, who then make payments to the composer.

## **SEAMLESS INTEGRATION**

“Having written the royalty package, integration with Dataflow took less than three days” explains Nazarali. “Now, sales purchase and nominal transactions are posted from the loyalty software to Dataflow instantly.”

In addition to integrating the royalty system, Nazarali has also linked other functions; including bank reconciliation, job sheets, exchange rates and the music catalogue.

## **VALUE-ADDED BENEFITS**

Dataflow provides a comprehensive suite of standard and custom reports, which allow DeWolfe to produce bespoke reports, tailored to the needs of specific individuals within the organisation.

Dataflow supports multiple currencies, both in terms of transaction processing and simultaneous base-currency accounting. It not only handles day-to-day requirements such as posting sales and purchase accounts in any currency, but also allows multi-company operations to consolidate results from a range of local currencies to their currency of choice.

## **BEST IN CLASS SUPPORT**

The reason DeWolfe chose to build its own computers in the first place was its experience of poor support from vendors, so support is an issue close to Mohamed’s heart.

**“WE RUN A NUMBER OF THIRD-PARTY SOFTWARE PACKAGES FROM DIFFERENT VENDORS. DATAFLOW PROVIDES BY FAR THE BEST SUPPORT.”**

“When we have a query we want a quick answer” says Nazarali. “The Dataflow support team knows us and knows our business and will always get back to us within half an hour. I don’t ask for more than that and simply don’t understand why other companies tolerate poor support.”

**“FOR AN ACCOUNTING PACKAGE, DATAFLOW IS FUN TO USE AND THE MORE WE PLAY WITH IT, THE MORE WE LIKE IT.”**

If you would like further information, please contact us on 0845 456 1020.

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