



Sage 200 Customer Case Study



A Superior Holiday Experience

Customer:

Serenity Holidays

Industry:

Leisure

Country or Region:

UK

Customer Profile:

Serenity Holidays is a specialist tour operator to a wide range of holiday destinations from the UK. They offer a superior holiday service across all six of their specialist brands ranging from Corsica, the island of beauty to Gambia, the smiling coast of Africa.

For more than 20 years Serenity Holidays have been priding themselves on quality of service, expert knowledge and giving all their clients true value for money.

In 2007 Serenity Holidays won the Travel Company of the Year award from the Travel Trade Gazette, a leading industry magazine.

Previous Solution:

Sage Line 50

“The best thing about Sage 200 is its flexibility. I fully recommend Sage 200 because it can do whatever you want it to do. It’s so user friendly and increases workplace productivity to a new level.”

Ellen Jeffery, Accounts Supervisor, Serenity Holidays

Business Needs

Sage Line 50 was becoming increasingly slow as Serenity Holidays topped 110,000 transactions. The bank reconciliations took half an hour to load and software crashes were becoming more and more frequent.

Having used Sage Line 50 for more than 10 years, they had reached the limits of its capabilities and the number of problems disrupting productivity signified Serenity Holidays need for a new solution.

Serenity Holidays required a solution with the capacity to integrate with their other systems. As a tour operator they kept all account information in their reserves system and only input the value of sales received into the bank account within Sage Line 50. This meant duplication of work, leading to inaccuracies and errors.

Serenity Holidays had upgraded Sage Line 50 three times previously and determined it was time to upgrade but were limited in thoughts about what they needed or wanted from the new system.

The Solution & Pythagoras

Serenity Holidays wanted a new system that would grow with their business. They also wanted something that they could link with their in house reservations system that has all the sales information on it, and therefore required a vendor who could design and build this for them.

Sage 200 was suited to Serenity Holidays on both price, requirements and usability having grown from a one destination tour operator to covering seven countries with four currencies.

Further indication of their growth comes from being named business of the year runner up in the Business Excellence Awards for 2008.

At the time of their search Serenity had received an invitation from Pythagoras to attend a Sage 200 taster day event. This came at the ideal time as Serenity were looking to invest in a new product to match their already mentioned needs.

The demonstration from Pythagoras was so impressive they booked a requirements meeting immediately following the presentation.

The project was managed very well by Pythagoras with a clear timeline provided and adhered to; furthermore, comprehensive and tailored training was provided, something fundamental to the process as there is no other way we would have got as much out of the system without the expert knowledge from Pythagoras.

“Working within the confines of Sage Line 50 for so long meant we needed someone to show just how limited we were by our own expectations. Our trainer from Pythagoras offered suggestions on how to best utilise Sage 200’s capabilities to the full when it came to our accounting.

Their help desk continues to support us fully and offer advice with Pythagoras remote access system a great help, enabling their experts to see the problems on our screens first hand. Thanks to this i have a never say never attitude to the system and have not come across anything as yet which we cannot do.” *Ellen Jeffery, Account Supervisor, Serenity Holidays*





Benefits

The main benefit of the system is its capacity and speed; things that took 40 minutes in Sage Line 50 now process in a matter of seconds; furthermore Sage 200 deals superbly with having multiple users on the system at the same time.

“We now have an exceptional piece of software in Sage 200 that simply imports the data we need from our reservation system every day. This has saved about a week a month in staff time, greatly exceeding my expectations.

I have to praise Pythagoras for designing and implementing the software, it does everything we wanted it to do and more with relative simplicity. The report designer in Sage 200 is also much easier to use and has provided us with the flexibility to tailor reports to convey the information we need in a layout which suits us.

This has been incredibly useful for me personally as it has enabled me to add the little things which makes my life easier; overall, Sage 200 has enabled us to work more efficiently and accurately” concludes Ellen.

Future Development

There is the possibility that we will upgrade our overseas office in the future after seeing the success of Sage 200.

“Pythagoras was incredibly helpful and professional throughout the installation and implementation process which meant i felt confident about the system when we went live; any teething problems we have had have been dealt with quickly and efficiently.”

Outline of the benefits gained

- Flexible and easy to use
- Cost effective solution
- Profit and loss schedule is now very detailed, covering their six products
- Can now produce ad hoc reports and analyse trends thanks to Sage 200 BI
- BI integration with Microsoft Excel, even for users without a Sage licence
- Elimination of manual transactions
- Elimination of duplications
- Greater efficiency and more effective use of resources
- Much greater ease of use with Sage 200 report designer and work spaces
- Fast and easy processing of data

Pythagoras Conclusion

The successful implementation and post live support is another example of how Pythagoras' expertise can add real value to your business. The Serenity Holidays example further highlights the exceptional capabilities Sage 200 can provide to a business, from enhanced efficiency, increased transparency and the ability for you to manage your critical business functions across sales, marketing, distribution and financials all in a single suite of software that runs across your business, enabling you to grow your business more profitably.

This coupled with the exceptional support and leading customisation options from Pythagoras makes the combination of Sage 200 and Pythagoras a desirable and enviable one.

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