

## Sage 200 Increases Productivity for Holiday Tour Company

"The best thing about Sage 200 is its flexibility. I recommend Sage 200 because it can do whatever you want it to do. It is so user friendly."

*Ellen Jeffery, Accounts Supervisor, Serenity Holidays*



### Background

Serenity Holidays is the specialist tour operator to a wide range of holiday destinations from the UK. They offer a superior holiday service across all six products ranging from Corsica, the Island of Beauty, to The Gambia, the smiling coast of Africa.

For more than 20 Years Serenity Holidays has been providing specialist holidays and pride themselves on quality of service, expert knowledge and value for money to all their clients, striving for the highest standard in everything they do.

In 2007, Serenity Holidays won the Travel Company of the Year Award from the Travel Trade Gazette, an industry magazine.

### The Challenges

Sage Line 50 was getting increasingly slow as Serenity topped 110,000 transactions. The bank reconciliations took half an hour to load, and they experienced more and more software crashes.

Having used Sage Line 50 for more than 10 years, they had reached the limits of its capabilities and were beginning to experience an

increasing number of problems with the time it took to do anything within the software.

What they required was a solution with the capacity to integrate with their other systems. As a tour operator, their customers are individuals, so it was not feasible for them to keep a separate account for each one. They keep all sales information in their reservations system and only input the value of sales received into the bank account within Sage Line 50. This meant manually inputting 50 or so transactions daily, which was not only a duplication of work but also led to inaccuracies and errors.

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

### The Solution and the Partner

Serenity wanted a new system that would grow with their business. They also wanted something that they

### Benefits

- 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 on the fly without the need of a degree in computer programming!
- Integrates with other programs
- Exporting to Excel is a one-click operation
- Able to work with less staff comfortably enabling us to cut costs
- Elimination of manual transactions
- Elimination of duplications and inaccuracies
- Greater efficiency and more effective use of resources
- Sage 200 met all of our expectations
- Fast and easy processing of data and transactions
- Reporting can be done with incredible granularity
- The Report designer in Sage 200 is much easier to use

could link in 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 the natural progression for Serenity, but they did look at a number of other systems to ensure they got the best product for their needs. As it turned out, Sage 200 was better suited to them in terms of both price and usability. Having grown from being a Tour Operator to only one destination and using a single currency, to now covering seven countries and four currencies, they needed a system that would match all of their current requirements and had the capacity to grow with them in the future.

At the time of their search, they received an invitation from Pythagoras to attend a Sage 200 Taster Day event. The invite came at the ideal time as they were looking to invest in a new product. Serenity was so impressed by the demonstration and what Sage 200 offered, that they booked a requirements meeting immediately. Pythagoras helped them define their requirements and designed an interface with a tool system they didn't know they needed.

"The project was managed very well by Pythagoras, and a clear timeline was provided and adhered to. We had training on every aspect of the system, which was both comprehensive and tailored to our needs. This was a fundamental part of the process, as there is no way

we would have got as much out of the system as we have without it.

"Working within the confines of Sage Line 50 for so long meant we needed someone to show us just how limited we were by our own expectations. Our trainer offered suggestions on how best to utilise Sage 200 and helped us to see the bigger picture when it came to our accounting. Their helpdesk continues to support us and offer advice and help with things I cannot do for myself. Their remote access system is also a great help with anything too complicated, as they can see what is on my screen even if I cannot explain it! I now have a 'never say never' attitude to the system and have not come across anything as yet which we cannot do," says Ellen Jeffery, Account Supervisor for Serenity Holidays.

### The Benefits

Back in November, they lost one employee. If they hadn't upgraded to Sage 200, they would have had to hire a replacement for that person.

But 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, and it deals much better with having four or five users in the system at the same time. "We now have a brilliant bit of software in Sage 200 that simply imports the data we need from our Reservation system every day. This has honestly saved me about a

week a month in staff time and has exceeded my expectations. I have to praise Pythagoras for this, and specifically Maurice Gold for designing it. It does everything I wanted it to do with relative simplicity and even some things I didn't think of," remarks Ellen.

"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 to reports which make my life easier, but which are of little benefit to anyone else.

"Overall Sage 200 has enabled us to work more efficiently and accurately," concludes Ellen.

### What the Future Holds

There is a possibility that we will upgrade our overseas office, but this will not be in the immediate future.

***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.***

