



SOLUTION BRIEF

Customer Profile

DG Systems digitally delivers audio and video advertisements and content to more than 7,500 radio and 875 TV stations in North America.

Business Situation

With a business based on the speedy delivery of digitized content, DG found its Tier One financial system unacceptable due to its complexity and high cost.

Solution

> Microsoft Great Plains eEnterprise

Business Benefits

Switching to eEnterprise has saved the company approximately \$500,000 annually in hard costs, increased system flexibility and quickly improved employee productivity.

Industry

Electronic value-added transaction services

ePartners Success Story

With Help from ePartners, DG Systems Pulls the Plug on SAP and Switches to Great Plains eEnterprise



DG Systems is the leading provider of digital distribution services to the broadcast advertising industry. Its network, used by more than 7,500 radio and 875 TV stations across North America, enables the rapid, cost-effective and reliable electronic transmission of audio and video advertisements. For example, DG can simultaneously distribute first release music singles to radio stations across the country, significantly decreasing the threat of favoritism or premature release.

With clients like ABC, CBS, and Fox Sports Network, DG Networks is accustomed to ensuring the split-second delivery of cutting edge audio and video content via innovative satellite and Internet transmission technology.

Unfortunately, the company's financial system, provided by SAP, was negatively affecting employee productivity and the company's bottom line. The system was so complicated, in fact, that users would often have to receive support from DG's IT team when creating reports for management, which caused a decrease of productivity across departments. Not only was the complexity of the system affecting productivity in the accounting and IT departments, it was also affecting the company's bottom line in the form of annual maintenance fees. For the price being paid in annual maintenance fees, DG expected a much more nimble and user-friendly system.

To identify solutions to its financial system problems, DG hired ePartners.

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Solution

DG Systems engaged ePartners to analyze their existing software infrastructure and help create a technology roadmap that would return a lower total cost of ownership and provide DG Systems with a solution that more appropriately fit their needs.

ePartners conducted detailed interviews at all levels within DG Systems, including end-users, middle management, and executive team members. An in-depth analysis of DG Systems' current business processes, growth goals, and existing systems was then completed and used to determine next steps.

ePartners and DG determined that replacing the company's SAP system with Microsoft Great Plains eEnterprise would eliminate the problems DG was experiencing with its Tier One solution.

Business Benefits

"In only three months, our employees are much happier with Great Plains," says Keith White, DG Systems' controller. "They can perform their old job functions much faster than they previously could with SAP. In addition, we can get much more information from eEnterprise than we could with our old system."

DG's decision to replace its SAP system has resulted in three primary benefits for the company: a savings cost of approximately \$500,000 annually in hard costs; built-in system flexibility and an immediate increase of employee productivity. DG's accounting department was operating (and praising the system) within the first three months of the switch.

"ePartners took the time to review our business needs and then suggested appropriate solutions," says DG's White. "The implementation was extremely smooth as ePartners worked with upper management and users alike to insure we achieved maximum results from our new system."



After more than a decade of arming its customers with a competitive advantage, ePartners has established itself as the largest global Microsoft Business Solutions consultancy in the world. From aligning their clients' business and IT strategies; to improving business processes; and deploying and supporting solutions that accelerate business results, no other Microsoft Business Solutions partner offers more comprehensive information technology solutions and services than ePartners. Last year alone more than 300 leading companies spanning 45 industries, turned to ePartners for strategic business solutions and consulting services. Visit epartnersolutions.com to view additional case studies

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North America: 888.883.9797

International: +44 (0) 20 7190 2846

