



SOLUTION BRIEF

Customer Profile

With headquarters in Harrisburg, N.C., and more than 20 world-class racing venues, Richard Petty Driving Experience puts thrill seekers behind the wheels of 600-horsepower Winston Cup-style stock cars that can climb to speeds of 160 mph and beyond. In addition to its driving and riding programs, RPDE also provides simulators for corporate events and builds racecar frames for stock car drivers.

Business Situation

RPDE needed to replace its financial and business management systems with a solution that could provide reasonable reporting options, integrate with their custom point of sale system and scale as efficiently as their business was.

Solution

- > Microsoft Business Solutions eEnterprise
- > Microsoft SQL Server

Industry

Sports Entertainment

ePartners Success Story

ePartners Revs into High Gear for Richard Petty Driving Experience



RICHARD PETTY DRIVING EXPERIENCE

Richard Petty Driving Experience (RPDE) is the leading provider of sports entertainment dedicated to providing customers with the most exciting driving and riding programs in the world.

Established in Harrisburg, N.C.,

in 1994, the company has given thousands of people the opportunity to drive or ride in stock cars at some of the best-known racing facilities in the world. The company recently established its first European program at Rockingham Motor Speedway in Corby, England. In addition to its driving and riding programs, RPDE also provides simulators for corporate events and builds racecar frames for stock car drivers.

With 500 employees, five major locations, two-dozen road show stops, and expansion plans, RPDE needed an accounting system that could accommodate the company's reporting, functionality and service support requirements, and growth. Looking to replace its current DOS-based system, RPDE's controller, Keith Martin, was searching for a Windows-based accounting system designed for a mid-sized company that could be integrated with its customized point-of-sale system.

RPDE's management team attended an ePartners software comparison event and completed a cursory review of 3 business and financial management packages designed for mid-sized companies. RPDE engaged ePartners to help further define their requirements, finalize product selection and ultimately implement their envisioned solution.

ePartners Success Story

ePartners Revs into High Gear for Richard Petty Driving Experience

Solution

Based on the results of a detailed technology and business assessment, ePartners and RPDE determined that Microsoft Great Plains eEnterprise 6.0 could meet the company's present and future needs. Further, the scalability of the Microsoft SQL Server platform would offer low administrative costs while providing significant room for growth.

"We went through an evaluation of the vendors and ePartners was the most forthcoming with information," said Chris Peek, RPDE's director of information services, in a September 2001 article written by Preston P. Foreman for CRN magazine. "With three or four packages on the table, they were one of the few that could help us both compare packages and implement."

RPDE informed ePartners that its implementation budget and timeline were firm and could not be exceeded.

In two days, ePartners and RPDE's senior executives constructed a project plan that would guide the implementation. The first phase of software implementation, including general accounting, inventory and sales processing, was completed in less than 30 days. Final phases were completed in the next 60 days. The system went live in January, only three months from the time of RPDE's initial assessment meeting with ePartners. Training for RPDE staff was delivered on location during and after the system rollout.

Business Benefit

The ePartners team successfully met RPDE's goals of an accelerated and on-budget implementation, actually completing the project under budget.

Now, with the power of Microsoft Business Solutions, RPDE has the reporting, functionality and service support capabilities its DOS-based system could not provide. For example, sales-per-person functions are now just a click away instead of an impossibility for RPDE's management team. In addition, Microsoft Great Plains eEnterprise allows RPDE to add additional functions as they become necessary.

"Great Plains eEnterprise is a great fit for our company and reactions from everyone here supports this," said Martin. "Overall, we are very pleased with the work the ePartners team performed here. Their dedication to this project exceeded our expectations and ensured an on time and under budget engagement."



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

epartnersolutions.com

success is in the **partners** you choose®

North America: 888.883.9797

International: +44 (0) 20 7190 2846

