

CASE STUDY FRONTLINE TELEVISION

FRONTLINE TELEVISION PROVIDES GLOWING REPORT ON HANSA BUSINESS SOLUTIONS

World News & Current Affairs Production company is using cross-platform capabilities of Hansa to support mixed Apple and Windows networks.

Frontline Television has placed an order in the region of £10,000 with software reseller Countdown Systems for a fully integrated suite of financials and logistics software from Hansa Business Solutions. The Hansa software will run on Apple's next-generation Mac OS X operating platform, whilst also providing Frontline Television with the ability to support a mixed Apple and Windows network.

For over ten years, Frontline Television has covered some of the most difficult worldwide news stories, providing camera footage for all of the leading news programmes, specialising in conflict zones. Frontline leads the independent television news market with an extensive archive and international and UK crewing service. Its experienced camera crews go to war-torn areas such as Israel, Belgrade and Afghanistan.

Commenting on the decision to implement a suite of business management software from Hansa Business Solutions, Vaughan Smith, Managing Director at Frontline Television, says, "The ability to combine PC and Mac machines was imperative. Hansa is one of the few client/server accounting software products that has been designed to operate on an Apple Mac platform, whilst also having the capability to support a mixed networking environment. The level of flexibility, stability and broad functionality within Hansa, combined with its very competitive pricing strategy, delivers a compelling software proposition for SME businesses."

Sales staff at Frontline Television are encouraged to be responsible for inputting their own sales orders into the accounting system. Previously, this was such a cumbersome process that staff needed book-keeping skills and knowledge of accounting practices. In contrast, Hansa is so easy to use that the business is able to achieve far greater efficiency and productivity levels.

Smith comments, "Using Hansa, sales orders can be keyed very easily and the whole procedure is fully automated. Hansa is very user-configurable so staff can follow up on specific deals they have made, which encourages responsibility and ownership of customer contracts. Hansa's speed of operation and data entry also ensures that there are fewer mistakes in invoicing, whilst cash flow management is greatly improved."

Commenting on the service provided by software reseller Countdown Systems, Smith says, "I have been very pleased with the level of customer-responsive support we have received from both Countdown Systems as our reseller partner and from Hansa Business Solutions directly. We are working with a team of people that have truly excellent knowledge of the Apple Mac operating environment and proven technical expertise."

He concludes, “Hansa Business Solutions are also very open to suggestions on how their software can be improved and if you recommend something then there is a very good chance that it will be incorporated into the next release so the product continues to evolve in tandem with the needs of its customers.”