translate**IT**

issue

Best Western Australia acts as regional master franchisor for the global Best Western accommodation brand, representing some 200+ franchisees in Australia and more recently New Zealand.

an earlier IT strategy developed by translate**IT** had identified the need to replace numerous Accounting systems, Access databases and spreadsheets with a single system to manage the entire relationship each franchisee.

drivers

- the various accounting systems had reached the end of their life cycle.

- there were 14 different systems across the business and this resulted in no single source of information that they could rely on.

- there was no way that the franchisor could demonstrate the overall value of the brand, by putting all transactions into context. Not all financial transactions were reported and no non-financial transactions were reported.

- demonstrating the value of membership to each franchisee was a major strategic objective, as each had an annual opportunity to cease membership.

approach

- translate**IT** worked with the business to develop and document a statement of requirements which formed the basis of a structured tender process, through to the design and implementation stages.

- sourced various potential suppliers for inclusion in the tender and managed the tender process for the client.

- established evaluation criteria to measure each potential solutions by.

resolution

- selected a preferred supplier that required the implementation of an integrated CRM and Financial system.

- elements of the project were firsts and in lieu of reference clients, translate**IT** with the preferred supplier on a proof of concept for key design elements.

- the solution required the development of a range of custom written software.

- implemented the solution in several stages; CRM, General Ledger and Accounts Payable and finally Accounts Receivable from late 2004 and through mid- 2005.

- translate**IT** managed the implementation of the project, which had an unusual set of issues and challenges.

- for the first time, the business started to report a wide range of financial and non-financial transactions to each small business and have relationship discussions within a broader context than was previously possible.

- the franchisor continues to use the same software system today. In the intervening years it has grown to accommodate the multi-company and currency needs of the New Zealand franchises.