

Greentree® makes link with entertainment company chain

A leader in tourism and hospitality, O'Brien's holds a pride portfolio. This includes The Colonial Tramcar Restaurant in Melbourne, Frasers restaurant in Perth, Turf Accountants Bar in Melbourne and a chain of contemporary Irish pubs, P.J. O'Brien's. With growing investments spread across Australia, keeping in touch with individual subsidiaries and having financial software solution to track each of its activities became critical to its business.



O'Brien's had been running the CBA financial system since 1995, which according to its Financial Controller Ann Vella, was a versatile and adaptable solution which met all the functionality requirements and performed without complications. "The system was extremely reliable and stable and provided us with a solid basis for carrying out our daily invoicing requirements," says Ann. "As we expanded, it became clear that more people were confident only in Window-based systems. Therefore the DOS framework was increasingly a draw back."

O'Brien's looked at a number of solutions that would provide the same flexibility and technology of CBA and could adapt to its highly complicated business structure.

Resellers William Downing & Associates, recommended Greentree as an effective system to upgrade and integrate the O'Brien's network of subsidiaries. "The most appealing factor of Greentree was its uniqueness - having a reporting tool facility through Excel which enabled us to engage in online viewing and reporting at any time. As O'Brien's became a beta site in September 1999, it was able to take advantage of the opportunities Greentree made available in terms of cost effectiveness.

"The absence of complex data transfers, apparent with other systems, was also a strong factor in the decision to purchase

Greentree. The site went live immediately and William Downing and Associates provided invaluable ongoing support during the post-implementation stage.

O'Brien's plan to have all of their subsidiaries linked via Greentree to head office in Melbourne using Greentree's thin client technology - allowing remote users to connect to the central system via the Internet. Aside from avoiding the obvious doubling up of data entry, it will free head office from the labour intensive tracking of individual business' data. Each business can enter their own invoicing and maintain a

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The company now finds Greentree to be an integral component of its daily business operations and its ease of use has meant that it has a system not only as proficient as the previous one, but more capable and progressive. O'Brien's has purchased the Cash Management, General Ledger, Accounts Payable and Accounts Receivable, components of the system. Carrying approximately 24, 000 accounts within the General Ledger and with a transaction volume of around 5,000 each month, Greentree has enabled O'Brien's to produce Profit and Loss balance sheets on a monthly basis in a more simplified and smooth method than with the previous system.

The decision to move ahead with the Greentree system has confirmed O'Brien's belief that Greentree is the most efficient and effective software system for its accounting success. There are currently 12 user licenses in place.

ABOUT O'BRIEN'S

O'Brien's is a privately owned group of companies established in 1983 which grew out of the family business O'Brien Catering which was and remains Australia's largest leisure caterer specialising in the sports and entertainment market. The O'Brien's Group now operates some of Australia's highest profile restaurants and pubs. Based in Melbourne they have operations throughout Australia.

ABOUT GREENTREE

Greentree International specialises in developing highly effective business management software solutions. The Greentree product has been developed by the authors of CBA, arguably the most successful business software package for small to medium sized businesses in Australia and New Zealand.

In choosing Greentree you are selecting a business system that will truly empower your organisation today and grow with you into the future. The Greentree Partner Network provides a highly skilled local support team that will ensure you achieve tangible business benefits. Greentree has also been recently recognised as a global 'Rising Star' by MIS magazine Australia.

For more information visit: www.greentree.com

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