



Customer: Barry's Tickets
Customer Size: 60 Employees
Country or Region: United States
Industry: Ticket Sales
Partner: OfficeOps
Website: <http://www.OfficeOps.com>

Customer Profile

Based in Calabasas, CA
Provides hard-to-get and premium tickets to clients for all major worldwide, national and local events since 1984.

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics NAV
 - OfficeOps' *TicketConnect*

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Leading Ticket Broker Realizes 100% Return on Investment with New Accounting Software

"Beyond efficiency, Steel reports that OfficeOps' TicketConnect has delivered a 100% return on investment in the first year. Now I'm making money from implementing the solution, it's fantastic!"

Caitlin Steel, Chief Financial Officer, Barry's Tickets

Business Needs

Since 1984, Barry's physical locations, as well as Barry's Tickets.com, have been providing the must-have tickets for all sports, concert, theater and exclusive events – tickets that other providers just can't beat.

However, handling anywhere up to 800 transactions a day from a wide variety of suppliers and buyers means that they needed an efficient, reliable accounting system that interacted seamlessly with their point-of-sale (POS) system. Which is why in September 2007, Barry's Tickets turned to OfficeOps for a show-stopping accounting solution.

While a large player by ticket provider standards, as a sole proprietorship with approximately 60 employees, Barry's is a small company with a massive national presence. Since it's not a publicly traded company, Barry's has never needed to go beyond the basic accounting tools that QuickBooks offered. But that all changed

when Barry's was considering several mergers and acquisitions deals.

"The impetus to find a new solution that integrated our POS with Microsoft Dynamics NAV was that we were overwhelming the system with inaccurate information," explains Caitlin Steel, Barry's Tickets' Chief Financial Officer and Chief Operating Officer. "For the mergers and acquisitions activities, I needed to prepare the company to handle a financial audit. There was no way that I could explain the finances of the business out of what we had in QuickBooks."

Steel notes that while the individual ticket transactions are pretty straightforward, the very nature of the business creates any number of convoluted agreements: suppliers can be just suppliers, or they can also be customers, and adding to the complexity, Barry's can have more than one supplier on a single unit of inventory. "We had a lot of detailed transactional information that we could not handle

effectively in QuickBooks," she says. "We needed a solid application that could handle our large volume of transactions while also being able to create higher-end reporting. To add to the challenge, we needed a solution that required little to no training. I have a team that was only familiar with QuickBooks. I thought that integrating something like J.D. Edwards and the months-long learning curve involved would kill us. What I needed was a ticket accounting system that was easy to use and could quickly get us on track.

In addition to the limitations of QuickBooks, we also needed to integrate the new system with our Ticket Technology' POSNet application. Since the POSNet application was never designed to consider the impact of changes on accounting records, we had to find a more effective way to handle tickets purchased last fall that we were selling today. If not addressed by the accounting system, that transaction would look like it happened last fall. This created many accounting problems for the company."

Solution

Enter OfficeOps. As specialists in Microsoft Dynamics NAV consulting, the OfficeOps team thoroughly analyzed the Ticket Technology application to understand how it worked. The result was a comprehensive solution, called *TicketConnect* that has given Barry's Tickets confidence that the financial details of the business transactions and relationships they manage will be handled accurately and efficiently.

"I was originally introduced to OfficeOps from the tech group at Deloitte," says Steel. "I'd seen Dynamics NAV demonstrations from other vendors and liked the application, but they couldn't offer the integration to our POS application that we were looking for." When I met Jack Gentle from OfficeOps, I knew that he got it – the

accounting aspect as well as the technology. I didn't get slammed with sales talk. He could go straight to Barry's Tickets' challenges, understand our requirements and recommend the technology that we needed to help solve it."

Fully Integrated to Microsoft Dynamics

The OfficeOps solution – *TicketConnect* – is fully integrated to Microsoft Dynamics NAV, as well as with POSNet and Ultra Ticket Sales applications. It allows Barry's Tickets and other ticket vendors to easily import daily ticket sales and purchase data to create comprehensive reports by event venue, agent, salesperson or supplier.

"Against all good advice, we turned off QuickBooks one day and turned on *TicketConnect* the next," says Steel. "That turned out to be the best way to do it. There was no overlap and no duplicate postings. It really only took six weeks preparation and a small amount of training. Overall, it was a very smooth transition. Additionally, OfficeOps provided us with the documentation and application support."

Benefits

Today, Steel can't say enough about how pleased she's been with Barry Tickets' OfficeOps *TicketConnect* solution. "We're doing the same transaction volume with half the people," she says. "We now have reliable records; we know who's paid for what, to whom, when and how. All of the things I have taken for granted in prior positions such as having solid accounting controls are in place. I'm much more comfortable about the numbers."

Twelve-Month ROI

Beyond efficiency, Steel reports that OfficeOps' *TicketConnect* has delivered a

100% return on investment in the first year. Now I'm making money from implementing the solution, it's fantastic! We've even been through an Ernst & Young audit and they found nothing. Of course, there's still human error at times, but the OfficeOps solution has changed things from not catching that we didn't charge a customer's credit card until six months later – today we catch failures within three days."

High Client Recommendations

Speaking for Barry's Tickets, Steel has only the highest recommendations about the benefits OfficeOps have delivered for the company. "They're a fantastic supplier and I wouldn't say that about many other technology supplies – and I've worked with some of the largest in the industry. OfficeOps' willingness to work things out, their professionalism and knowledge of Microsoft NAV and their solutions can't be beat. I wouldn't stake my reputation on any other supplier."

