

WELLSPRING MEDIA

Solution Overview

Industry

Entertainment

Microsoft Business Solutions Partner

InterDyn AKA
New York, New York, USA

Scenario

Wellspring needed to find a solution that would meet the needs of a newly independent company—fast.

Company Profile

Wellspring Media produces, licenses and distributes programming worldwide for home video, television, theatrical, online and consumer markets.

Benefits

Business processes improved when Wellspring Media moved from PeopleSoft to the simplicity and intuitiveness of Microsoft Business Solutions.

Software Used

Microsoft Business Solutions—Great Plains
Financials
Inventory and Order Processing
Customization Tools
Microsoft SQL Server™

Demographic Information

Annual Revenue: \$25 million USD
Number of Employees: 45
Number of Users: 13
Transaction Volume: 6,000+ per month

Migrated from PeopleSoft

When Wellspring Media became an independent company, they needed a new business solution for a new business setup. Moving from PeopleSoft to Microsoft Business Solutions was key to a successful fresh start.

Based in New York City, Wellspring Media is a leading supplier of visual programming in three complementary niches: international independent cinema, performance and the arts, and holistic living. The company produces, licenses and distributes programming worldwide for home video, television, theatrical, online and consumer markets. Their library of media includes programming for HBO, A&E, Lifetime, FOX, BBC and others.

Established as an independent company in 1992, Wellspring spent several years as a subsidiary of telecommunications conglomerate Winstar Communications before becoming an independent company.

90 Days to Choose a Solution

While becoming an independent company was exciting, the first challenge was daunting—90 days to find, implement and begin working with a new financial application. Barbara Behen, Wellspring's director of financial systems, coordinated the search. "We decided to look at different systems on different levels to see which one met our needs the best, both price-wise and flexibility-wise."

Wellspring had been using PeopleSoft. At first, Behen says they considered staying with PeopleSoft because "it was a known quantity." But it was not the best fit for Wellspring's new structure. In addition to being high-cost, Behen knew a staff of 15 people had supported the PeopleSoft system for Winstar. Since her staffing options were much more modest, she kept looking.

Behen also reviewed Lawson, an option she eliminated due to cost, and Macola among other solutions. Wellspring finally chose Microsoft® Business Solutions—Great Plains®. Several factors swayed Behen including the "user-friendliness" and the fact that Microsoft Business Solutions is a self-explanatory product. "You don't need 25 classes to be able to get in there and do something," she says.

Up and running the day after implementation

Once Microsoft Business Solutions was chosen, it took Wellspring and Microsoft Business Solutions reselling partner, InterDyn AKA, just six weeks to get the system up and running. Considering Wellspring brought more than two and a half years of history (equaling hundreds of thousands of transaction lines) from PeopleSoft, Behen was very pleased with the timeframe.

The implementation was smooth, especially compared to the PeopleSoft implementation three years before. "Our PeopleSoft implementation took six months

from start to finish and another three months to get to know how to use the product and become even remotely comfortable with it,” Behen says.

This was not a problem with Microsoft Business Solutions. The day after Wellspring went live on their new solution, the company was able to cut checks, bill customers, collect money, apply the cash and do everything necessary to run the business. Behen says much of the smooth crossover can be credited to InterDyn AKA and their assistance in learning the process.

Microsoft Business Solutions vs. PeopleSoft

Like other Microsoft Business Solutions customers, Behen is excited about the simplicity and intuitiveness of the new solution. Some specific areas where Wellspring has noted improvements include:

Searching: The Explorer function in Microsoft Business Solutions is better than PeopleSoft’s query function. “Now, our employees are able to whittle down to just the information they need. Explorer is organized much more logically,” Behen says.

Technical support: The straightforwardness of the system enables Behen and just one other IT staff member to support the system. “[InterDyn AKA] can come and help us if we need it, but for the most part we can do our own maintenance and write our own reports. Before we used to have to call corporate headquarters and it could take weeks to get what we needed,” she says.

Data entry: PeopleSoft’s tab-based panels were complicated. “You had to flip from tab to tab and it had all sorts of extraneous tabs we never used. [Microsoft Business Solutions] on the other hand, simplifies data entry. It’s a much better layout and we can go in and modify it so that we don’t have to look at the fields we don’t use. It’s great,” Behen says.

Inventory: Microsoft Business Solutions system for entering inventory items is substantially simpler than what Wellspring experienced with PeopleSoft. “With PeopleSoft [the person entering inventory] used to have to go to 20 different places to enter one item and it was very time consuming. It could take 15 minutes to enter a single item. Now, we can do it one minute,” Behen says.

Invoicing: Because Wellspring posts 200 or more transactions each day in invoicing, the company needed real strength in this area. Customers often call in for copies of past invoices. Reprinting an invoice in PeopleSoft was previously a 30-minute process. Now it can be done in one minute.

Confident the System will Continue to Grow

As Wellspring looks to the future, Behen is confident that Microsoft Business Solutions can scale with the company. “We’re thinking about doing some custom fields for our cinema business down the line—things that would completely change the way business is done in that area—and we know we can do that with Microsoft [Business Solutions].”

For more information about Microsoft Business Solutions, visit www.microsoft.com/BusinessSolutions

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