

MULTIPLE COMPANIES – ONE TECHNOLOGY SOLUTION



The Situation

Crown Group operates at a very diverse range of venues including the hospitality at Tottenham FC, major conference and exhibition services at Brighton, Harrogate and Manchester, livery halls throughout London, a contract catering subsidiary, a pub group and even a two Michelin star restaurant in Cambridge (Midsummer House). Every venue has its own unique back of house requirements for recording and processing trading and operating data. In 2005, Crown Group started to explore how their back of house processes could be streamlined and improved, resulting in efficiencies throughout the group.

The Complication

Crown Group is a highly complex business run through nine subsidiary companies including event catering, marquee hire, delivered buffets and a staff agency. Introducing anything new into the group would require a careful and customised approach that would satisfy the needs of the whole organisation, not just one subsidiary.

"Having previously worked for large accounting companies, I am constantly impressed at how cost effective IndiCater is"

Ian Kennedy, Crown Group's Project Manager for IndiCater

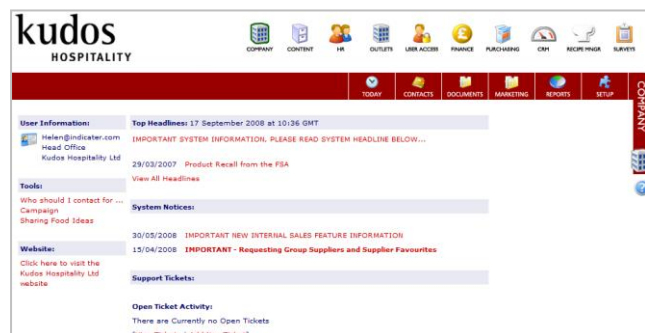
With operations spread throughout the UK, Financial Director, Nigel Gaymer was specifically looking for a robust application that could manage the complexities of multi division data collection

whilst at the same time giving his managers a very simple tool to use at each venue.

The Solution

In 2005, Crown Group appointed IndiCater to provide their web based back office systems.

Crown Group started by licensing IndiCater's Finance module, enabling venues to record their daily sales, purchases and cash through a secure Crown branded platform on the internet. The head office finance team were then able to remotely access the data and audit/monitor each sites operating figures in real time and on an individual basis – no need to wait for weekly returns to arrive by post at head office!



Once checked, the site data was then imported into Crown Group's Access accounting application using a simple data export tool in the IndiCater system. As a standard feature of all IndiCater applications, data export tools are tailored to the needs of each client and offered exactly the customisation that the Crown Group were looking for from a system.

The Outcome

For the Crown Group, one of the stand out features that made IndiCater so attractive to the company was the manner in which the system rules and processes could be specifically set for individual sites or subsidiaries.

And with the complex nature of the Crown Group, rules and processes could be different not just for each division, but also for individual operating locations within the same division. For example Kudos, one of the Crown Group companies, needed the Kudos logo, address and credit terms to appear on all of the invoices generated by IndiCater system. However, one of the Kudos venues had its own logo, address and credit terms which needed displaying and IndiCater was able to accommodate this change.

"Indicators Hospitality Ordering system has revolutionised the way we manage this key aspect of our business".

**Claudia Ivey, Financial Controller
Missing Ingredients**

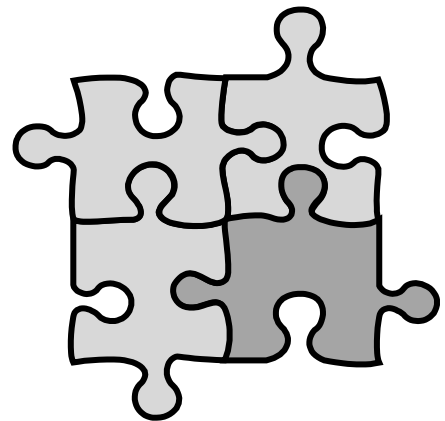
Since commencing work with IndiCater, the two companies have built a relationship based on innovation, timely delivery, and value. Systematically working through bite size developments, the two companies have created a formidable system that delivers dynamic real time data.

For front line operators, IndiCater provides an easy to use platform that transforms not only the way that data is recorded, but also how it's interrogated and what is subsequently done with the knowledge.

Moving Forward

Over the last four years, Crown Groups priorities have changed and evolved. With a dedicated in house development team, IndiCater have been able to support these changes by responding quickly and cost effectively in modifying the application as well as creating new processes.

For example, in a drive to secure customer and brand loyalty, Crown Group developed an enterprising customer incentive scheme called VIP Attention. The scheme awarded points to customers for booking conferences and events in Crown Group managed venues. However, the scheme required a strong element of automation – developed by IndiCater. IndiCater created the system for automatically handling customer registration details overnight; making the data available to end users when sales invoices were created; and then automatically transmitting sales invoice details back to VIP Attention. Like a jigsaw, IndiCater helped fit all the pieces together, creating the bigger picture.



Crown Group have now additionally licensed the **IndiCater HR** and **IndiCater Purchasing** modules and in the future are planning to automatically transmit staff hours and absences from IndiCater's staff rota system into Crown Groups payroll application.

seasonED

kudos
HOSPITALITY

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London's
Flying Chef

To explore how IndiCater can work with the needs of your organisation contact:
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