



SPITFIRE AUDIO

Virtual instrument retailer implements Infor SunSystems and Infor Q&A to aid decision making and prepare for growth.

The solution consists of Infor SunSystems v6 and Infor Q&A.

Key benefits include:

- Ability to cope with increased number of transactions
- Improved and faster reporting
- Aids royalty payments to musicians
- More easily able to analyse product profitability

The client

Spitfire Audio produces the finest virtual instruments from the finest musical samples in the world.

Spitfire was set up by a British group of composers, sound smiths, producers, engineers and technologists wanting to revolutionise sampling and bring it back to the centre of the music industry.

Like any new music technology from radio to synthesisers, sampling was perceived as a threat to music making and music makers. Spitfire is at the vanguard of changing that opinion; Spitfire's main goal is to promote British music making the world over whilst distributing royalties to its contributors based on sales.

Spitfire goes from strength to strength and as it expands is attracting top name talent such as composer Hans Zimmer to its ground-breaking offering.

The challenge

Spitfire recently obtained fresh investment and has an ambitious growth plan.

Sue Chellew joined the team as Financial Controller to support Spitfire in its growth.

However it was quickly apparent to Sue that the finance system in place, while fine for a small company, would not support them with their future plans.

Sue needed a solution that would not only enable the company to cope with increased sales volumes but also allow them to carry out proper analysis. This would make it possible to identify what was successful and ultimately improve the bottom line.

The **smarter** way

The solution

With her background at a leading online retailer, Sue already had experience of using Infor SunSystems and knew that its capabilities were a good fit for what she wanted to achieve at Spitfire.

She chose to implement version 6, knowing that it would offer the best features and a future-proof system.

She also chose Infor Q&A so that she could implement reports that would bring numerous reporting and analysis benefits to the organisation.

The outcome

Spitfire chose TouchstoneFMS to implement SunSystems and Q&A. TouchstoneFMS will also provide ongoing support and helpdesk services post-implementation.

The core benefit of implementing SunSystems is Spitfire to cope with the increased sales volumes that will occur as a result of its expansion plans.

"It's the ability to post a large number of sales transactions and sales receipts into the system on a daily basis, and to be able to easily allocate them against each other," explains Sue. "If you're an internet retailer, hundreds of lines of sales are coming into the system and they all need to be matched to the receipts."

Beyond the day to day operational capability, Sue also wanted improvements in reporting. Again Sue had previous experience and knew the tool that would support her goals.

"I love the Infor Q&A reporting tool - for me that's going to be one of the biggest benefits of changing from our old system to SunSystems. The ability to use Q&A and quickly pull all the data out of SunSystems is very powerful."

The reports will aid the quick creation of financial statements, profit and loss accounts and balance sheets – all vital to any business.

Sue has also built specific reports that are particularly beneficial for a retailer like Spitfire.

A large part of her work is royalty accounting, which involved a lot of manual processing to calculate the royalties due to Spitfire's musicians. As with many organisations, that meant spreadsheets and time-consuming manual analysis.

"I now put all the royalty rates and all the artist details into SunSystems and I've built a spreadsheet that contains all the data that I'm going to be able to refresh in less than a minute," says Sue. "All of the royalty calculations will be done through it, so that's going to be a massive time saver for me and improve accuracy."

Another key benefit will be the ability to carry out proper analysis of profitability, improving visibility within the business and ultimately improving the bottom line.

Everything that goes through the new finance system has a product code that allows the tracking of expenditure and sales against each product.

Sue couldn't previously look at the margin of different products and how they were performing, but will now be able to with SunSystems and Q&A.

"Because I've not been able to provide the cost information in a timely manner we mainly looked at total sales, which of course doesn't give you a good picture of whether it was a successful product," explains Sue. "It might be that we've sold a certain amount of units but without knowing the costs and royalties we can't tell if it's truly profitable."

"It's a really important piece of the puzzle that's been missing and Q&A has solved for us. We can now really know what's successful and focus on the right products."

Sue had a clear vision of what she needed to achieve and found the TouchstoneFMS delivery team supportive in reaching her goals.

The implementation consultant was there to help ensure the project's success and worked with Sue to ensure her reports were optimised.

She also had praise for the project manager, who kept her informed every step of the way.

"She followed up with things, and gave me quite a few reminders on where we were with the project," says Sue. "That was good because when you're a bit hectic it's not so easy to keep track. She was a big help in making the project come in on budget."

Sue already has ideas for future improvements including e-remittance to improve communications with Spitfire's suppliers and musicians.

But for now, she's happy knowing that Spitfire has a platform that is going to support the expansion and growth of their innovative service in the years ahead.

FIND OUT MORE:

Touchstone FMS empowers you to make informed financial decisions.

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