

CROWN GOLF SELECTS INCA TO REPLACE EXCEL AND TRANSFORM BUDGETING, PLANNING AND REPORTING



Crown Golf, Europe's largest owner and operator of golf courses, has selected Inca for both planning, consultancy and implementation support of IBM Cognos Planning to replace Excel, for budgeting and reporting. Once the implementation is complete, Crown Golf will be able to deliver faster more accurate monthly financial reporting for business users across the 31 golf and leisure facilities in the UK.

“High on our priority list was to find a proprietary application, which could be fully supported, with data integrity and ease of use for the senior management teams and general managers at each of Crown's properties.”

With Crown Golf's multi site environment it meant budgeting and forecasting could be very unwieldy and prone to error using their existing Excel spreadsheet methods. Given the speed of the company's growth in the acquisition of new golf courses, and fast paced nature of the business, the ability to immediately understand the impact of changing factors on forecasts and budgets was essential. This prompted Crown Golf to search for a smarter solution in addition to existing Great Plains and FRx systems.

“Inca were able to offer us support and consultancy to help us to maximise the use of the product.”

Gwyn Hicks, Financial Controller at Crown Golf commented: 'High on our priority list was to find a proprietary application, which could be fully supported, with data integrity and ease of use for the senior management teams and general managers at each of

Crown's properties. We felt that IBM Cognos Planning met all of these criteria and Inca were able to offer us support and consultancy to help us to maximise the use of the product.'

IBM Cognos Planning will provide Crown Golf with a flexible, collaborative modelling environment to enable rolling forecasts on a quarterly basis and also regular scenario planning. Crown Golf will now have the ability to compare different versions of their forecast and budget against one another with a variety of potential scenarios to support strategic and tactical decision making.

“When businesses grow rapidly they require increased visibility and agility to support decision making. We are delighted to support Crown Golf's goal to introduce best practice planning and forecasting to its expanding business”, says Ian Stone, Managing Director, Inca.

