

Customer case studies

North West of Ireland Printing & Publishing Company

Founded in 1901, the North West of Ireland Printing and Publishing Company (NWIPP) is one of the largest family-owned newspaper companies in Ireland. Its seven publications include the Tyrone Herald, Fermanagh Herald, Ulster Herald, Strabane Chronicle, Donegal News bi-weekly and Gaelic Life.

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Debbie Loughran
Purchase Ledger



Industry	Print and publishing
Geographic	Omagh
Employees	97
Solution	Dimensions
Modules	Core ledgers Dual based currency Sales order processing & invoicing SDK Import utility

Early days

With a combined circulation of over 50,000 and covering the counties of Tyrone, Donegal and Fermanagh, the NWIPP has a strong presence throughout the North West of Ireland. A family owned company with traditional values, NWIPP relied on traditional manual bookkeeping until 1996 when rapid expansion prompted the move to a computerised accounting system.

Company growth

Jennifer Harvey, Personnel Manager, remembers this period well. “Demand for our publications was growing fast, as was the company portfolio. At that time we were managing five titles and planning the launch of even more. Processing this growing number of transactions manually was becoming cumbersome – people were dedicated to keying-and posting sales orders, which would take up all of their time.”

Selection criteria

Searching for the right integrated electronic ledger system was the next move. Additional selection criteria further narrowed the search, including the need for dual-based currency to handle transactions throughout all of Ireland, and integration with the company’s advertising software.

“Gaining revenue from advertising was as key then as it is now so visibility of what we were spending, and where, was key to the selection process” Jennifer continues.

The search led to Dimensions from Access Ireland. Designed specifically for the needs of growing mid-market businesses, it proved the right fit for NWIPP. Having designed an implementation plan, the system went in on time and, according to Jennifer, “with military precision!”



Immediate gains

With the fully computerised system in place, manual administration was all but eliminated, providing immediate time savings and improving accuracy across the business. The integration provided by the Access interfacing tool – SDK/API, enabled client data and transactions to process seamlessly between the advertising software and the core system, eliminating data import/export duties and providing straightforward monitoring of revenue and costs.

Changing needs

Fast forward ten years and NWIPP shows all the signs of embracing the digital revolution. Its titles are available as subscription-only electronic versions alongside their printed counterparts and the company is revisiting the advertising software they initially sought to integrate with. In response to these changing needs, the NWIPP has tasked Access Ireland with further increasing efficiencies within the business. A current BPR (Business Process Review) is revealing new ways in which the company can save time, money and increase cash flow. Standard reports are under scrutiny too, with Access Ireland implementing new ways to enable new and interactive ways of viewing key financial statements such as P&L.

Credit control

With good debtor management now a necessity for any business, NWIPP has enrolled in some training on the Credit control module. “Naturally, maintaining cash flow is the number one priority at the moment, so we’re looking for easier and more efficient ways to distribute the workload” says Credit Controller, Clive Harper.

The Access Dimensions Credit control module is designed to do just that. It features a fully interactive debt collection screen equipped with all the tools needed to chase debt effectively. For example, individual chase lists can be allocated to specific staff and their

progress tracked via status flags, with an escalation workflow to ensure that debt management duties are appropriately assigned.

“We’re looking forward to the training, which will allow us to get fully up to speed” says Clive. “Better debt management processes can only affect cash flow in a positive way and we’re very keen to utilise the functionality that we already have.”

Strong support

Over the years, NWIPP has worked closely with Access Ireland and its staff are positive about the consistently high level of support they’ve received. “I’ve no complaints at all,” says Purchase Ledger Clerk, Debbie Loughran. “Access Ireland are always on the end of the phone and always get back to you when they say they will. And being local, it’s a comfort to know we’ve got experts just down the road if we need them.”

Advocates

As one of Access Ireland’s longest-standing customers, NWIPP is confident that they’ve the right solution for the future. “Times change and our system has grown with us,” Jennifer concludes. “Access Ireland has always delivered. Whether it’s day-to-day issues, or proactively finding practical solutions to meet our changing needs, we’re confident we’re getting maximum return on investment.”

Key benefits

- **Consistently accurate information** – one integrated ledger system eliminates re-keying and ensures data integrity
- **Informed decision making** – integration with advertising software provides complete picture of revenue, enabling accurate and profitable decisions
- **Increased cash flow** – credit control functionality enables debts to be prioritised and chased with minimum time and effort

- **Time savings** – electronic system eliminates manual posting to ledgers
- **Flexibility** – modular solution can be expanded and tailored to changing business needs e.g. addition of Credit control module

Who we are

Access will give you the advice, tools and clarity you need to make effective decisions, quickly and with certainty.

As both a business-focused consultancy and a specialist software developer, we combine our innovative software with practical experience to deliver a solution that’s exactly right for you and your business.

You can rely on us to provide you with a solution that’s simple, proven and relevant to your company. We have over fifteen years’ experience of developing software here in Ireland and our regional consultants have tailored and implemented this software all over Ireland and the UK. The expertise we’ve gained gives us an unbeatable ability to accurately assess your needs and deliver maximum impact with ease and confidence.

We believe your solution must be ready for the future, as well as right for today. Because your business will constantly evolve, we provide a software solution that grows with you. Our modular software covers a complete range of business, financial and administration processes and can be flexed to give you the precise view of your business that you need at any time.

Our supportive consultants combine their first-class software expertise with in-depth industry knowledge to constantly improve and simplify your business processes so that your solution delivers maximum value and a continual return on investment.

With Access, you can be sure you’ve got the clarity you need to reach your business goals.

Further information

For further information on this, or any other Access case studies, please telephone us on +353 (1) 885 5577, email case-studies@theaccessgroup.com or, alternatively, visit www.theaccessgroup.com/downloads/case-studies.aspx