

Visualising Success

AVA Audiovisual relies on an ongoing commitment to excellence in the face of a challenging economy. Here, we see how it partners with Synergy Network, the Sligo-based Sage Business Partner, and derives significant benefits from the powerful accounting and management software solution, Sage 50.

About the Company

Established in 1995, AVA Audiovisual provides a diverse range of advanced vision and audio solutions to the private and public sectors across the island of Ireland. With offices in both Sligo and Athlone, the company's professional staff is committed to one over-riding objective: providing its broad customer base with just the right product or solution, on-time, and at the right price.

'Our business model places customer service above all other factors,' AVA Audiovisual operations manager Odilon Hunt states. 'We listen closely to our customer's requirements, then provide recommendations that incorporate latest audio-visual technologies to meet those requirements, and tailored to meet budget expectations. By sourcing technology from cutting-edge, yet reliable, OEMs such as Bose, Yamaha, Sanyo, Polycom and similar, we are allowing our customers to scale up as their requirements change, yet continue to benefit from their original technology investment.'

'To us, it's about giving customers value for money. That phrase not only means giving "more for less", but also giving them the ability to unlock substantial benefits that they might not have originally foreseen.'

The company is divided into two broad divisions: Conference & Events offer a wide range of audio-visual service on a technician serviced or "dry hire" basis. The Project, Acoustics & Systems Integration division

provides design, specification, supply, installation and training for more sophisticated audio-visual solutions. Whatever the solution, AVA Audiovisual is guided by a whole-hearted commitment to excellence.

'Excellence has powered our growth, and will continue to do so,' Odilon explains. 'It is a philosophy that guides every aspect of our business: from the training that our employees receive, to the suppliers that we choose, to the attention to detail that we provide our customers. We find that our customers profit by it, which means we do too. Such a mutually beneficial approach becomes even more important in challenging economic times.'

The Challenge: Achieving Excellence in Business Information

AVA Systems has used Sage accounting and management software solutions since 2001. The reason for their choice was simple: Odilon believed that Sage – as well as Sligo-based Sage Business Partner Synergy Network – was as committed to excellence as her own company and could provide them with the levels of management information, and ongoing support, that AVA required.

'We purchased our Sage solutions from Synergy Network, and did so because we believed that they would commit to us,' Odilon states. 'That belief was well founded.'

Synergy Network not only installed our original Sage software, but also provided us with the training necessary to get started. We subsequently contracted them to provide ongoing support.'

Eight years since the original purchase, AVA continues to use Sage solutions as well as Synergy Network. 'We continue to use them because I believe that there is simply no better choice available,' Odilon says. 'Like AVA, Sage and Synergy Network provide value for money and a commitment to excellence.'

'The benefits that our company has received as a result of our choice have been numerous including significant increases in productivity, efficiency, and management reporting. In fact, I can't live without my Sage solution, nor without the people at Synergy Network.'

The Solution: Sage 50, Sage Quickpay for Payroll, and ACT! from Sage

Sage 50 is Ireland's most popular accounting and management software solution for small and mid-sized Irish companies. Constantly updated through an ongoing commitment to product development, the solution not only provides exceptional accounting and management reporting functionality, but also benefits businesses through significant increases in efficiency, productivity, and cost-effectiveness.

Critically, it also provides managers with exceptional operating information, allowing them to profitably steer their companies through even the most challenging of economies.

'Sage 50 is my life blood, and the key to our company's operation,' Odilon explains. 'It holds all critical company information including customer and supplier data, all nominals, complete accounting histories, our bank, VAT, and similar. Its feature-rich capabilities enable us to manage the company intelligently. In that Sage 50 is

multi-user, it facilitates the sharing of information among our staff. AVA has three staff members who use Sage constantly, on a day-to-day basis, and an additional three staff members who dip in and out of it for specific information. As you can see, we use Sage as a critical part of our operation.'

While Odilon uses many functions in her daily business tasks (including invoicing, bank, electronic bank transfers, sales orders/purchase orders, Revenue Online capabilities, and many more), she focuses on two primary functions from which she derives considerable benefits:

'Sage 50 comes with a Fixed Asset Register Module,' she states. 'This capability allows us to track each and every for-hire product that we have in stock. We can ascertain when any product was purchased, from whom, and at what price. We can also record serial numbers, which is vital for high value equipment.'

'That history allows us to compare past prices with more recent quotes. It acts much like a company memory. I can ask myself, "Who did I purchase a specific product from, and at what price?" and Sage 50 can quickly answer that question. This is particularly useful in a warranty situation, or when I want to compare quoted prices with past purchase prices.'

Odilon also finds Sage 50's Project Module particularly useful in helping to manage more complex customer solutions. 'AVA Audiovisual will often be contracted to provide a tailored solution to meet a specific audio-visual requirement,' she explains. 'The Project Module allows us to manage that task by enabling us to create individual Project files for each and every project. Within a specific project file, we can list the original budget, all AVA staff time taken to fulfil that project, and all of the products – and costs – that were used to complete it.'

'The benefits are enormous. First, it allows us to invoice out on a staged basis, and tracks those invoices. It compares the overall budget with what has already been invoiced, and notes the anticipated profit. It also



serves as a reminder to invoice elements of a project that might have been overlooked.

‘Consequently, it helps to preserve profitability. It also acts as a comprehensive history: we can analyse any past project, helping us to determine if it met profit expectations. This analysis also helps us to budget future projects more intelligently.’

Management reporting capabilities provided by Sage 50 also help AVA management to steer the company with real-time financial information. ‘Sage 50 provides comprehensive reporting capabilities,’ Odilon states. ‘Sage’s continuing investment in its product allows us to develop reports to suit our individual needs and drill down to the smallest financial detail. This enables us to extract information in ways that are most useful to us, and tailored to the methods that we use to manage our business.’

‘Because our business is split into a couple of divisions, the Departmental Reporting function within Sage 50 allows us to report on the profitability of each section of our business. This provides us with the insight we require to effectively manage our business.’

Odilon also uses Sage Quickpay for her payroll requirements, as well as ACT! from Sage, the Customer Relationship Management solution.

‘What’s impressive about Sage Quickpay is that it does exactly what it says on the tin,’ Odilon states. ‘The solution has paid for itself many times over due to its ease-of-use, thereby allowing us to increase payroll efficiency and productivity.’

‘Sage Quickpay allows us to calculate both weekly and monthly staff payments, and we make most payments by electronic bank transfer. This reduces the need for check writing, so is more accurate and efficient. Quickpay also provides us with complete payroll histories, as well as making it easy to meet Revenue and CSO compliance requirements.’

‘We also purchased ACT! from Synergy Network and plan to implement this as our next Sage project to help manage interactions with our customers, while also managing sales leads.’

Would Recommend

‘I’d trust both Sage 50 and Synergy Network with my life,’ Odilon states. ‘Where would I be without them? I’ve already recommended Sage software solutions and Synergy Network to many people, and for good reason.’

‘Synergy Network is always there when I need them, and they are committed to us. They have worked hard to understand our business. This means that when I phone them, they know exactly why I’m phoning, and offer advice on ways to get even more out of our Sage solution, and in a manner that is appropriate for our needs.’

‘Synergy Network is staffed by reliable, friendly, professional, and competent people. They understand Sage products, and as qualified accountants, the directors of Synergy Network often provide us with advice that goes above and beyond our expectations. In short, their standard of excellence is possibly well above what one might expect to find in a small town located in the northwest of Ireland.’

‘As for Sage 50 and Sage Quickpay: both products are now an integral part of our business. I don’t know what I’d do without them, and I also know that they will always be there to help us grow our business and meet our clients requirements.’

‘AVA has always been committed to a vision of success through excellence. It is my belief that Sage and Synergy Networks are committed to this same principle. That’s why we use them.’



For More Information

AVA Audiovisual

For more information on AVA Audiovisual and their commitment to solutions' excellence, contact them:

Tel: 071 914 6300 (Sligo)
090 647 8400 (Athlone)

Email: info@ava.ie Web: www.ava.ie

Synergy Network

For more information on Synergy Network and their commitment to exceptional software solutions, contact them:

Tel: 071 914 6815

Email: sales@synergynet.ie

Web: www.synergynet.ie

Sage

For more information on Sage 50, Sage Quickpay, and our range of powerful accounting, management, and payroll solutions, contact us: **1890 88 20 60.**

