

Maple Leaf Sports & Entertainment Ltd.

Maple Leaf Sports & Entertainment Ltd. (MLSEL) upgraded to Great Plains eEnterprise to anticipate growth. Following its relocation into the Air Canada Centre (ACC), MLSEL needed an accounting system capable of streamlining all of its venues, services and products while maintaining high performance.



GREAT PLAINS
eEnterprise



About MLSEL

Business Issues

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- Increased volume and diversity of operations
- Reporting capabilities
- Maintain performance during the migration
- Transparent process to employees
- Support MLSEL growth

Great Plains' Answer

- Enhanced performance
- Customizable and easy-to-produce reports
- Seamless integration
- Scalability

Maple Leaf Sports & Entertainment Ltd. (MLSEL), is one of Canada's largest Sport and Entertainment companies. MLSEL owns the Toronto Maple Leafs, the Toronto Raptors, Air Canada Centre (ACC) and Maple Leaf Gardens.

When MLSEL, in February 1999, moved into the Air Canada Centre, a world-class sports and entertainment facility, located in downtown Toronto it required an accounting system upgrade. MLSEL had been successfully using Dynamics since 1996 but because of the size and diversity of this technology-advanced new facility, MLSEL needed to increase its accounting capabilities.

With a 14-storey office tower, numerous restaurants, retail kiosks, a micro-brewery, and catering services, along with ticketing services for almost 20,000 seats—all generating transactions, activities and events that have to be tracked—the Air Canada Centre represents a formidable challenge from an accounting perspective.



GREAT PLAINS eEnterprise

"At MLSEL, we believe that Great Plains' eEnterprise using Microsoft's SQL Server 7.0, will be one of the keys to our success. We are confident that Great Plains is providing MLSEL with the exceptionally strong and diverse financial reporting capabilities that its facility requires."

—Sasha Puric, Director IT, MLSEL

Solution Benefits

A state-of-the-art computer network and an exceptional accounting software product were essential. MLSEL was confident that eEnterprise and Microsoft SQL Server 7.0 was the perfect combination to satisfy its high performance requirements while being a cost-effective and scalable solution.

MLSEL also selected eEnterprise because it offered a seamless integration process. It was particularly important to MLSEL that its more than 300 full-time and 1,500 part-time employees' work routines were not disrupted during the migration.

"The changeover occurred without incident. And, I have received a great deal of feedback from the staff outlining the benefits of eEnterprise, especially from a time savings perspective." said Sasha Puric, Director IT, MLSEL.

The major benefits of upgrading to eEnterprise are enhanced performance, ease of reporting and scalability.

"Over the years the company amassed 170,000 General Ledger (GL) accounts. This occurred because all ACC events, functions and services were being tracked in separate accounts. We

were running out of capacity and needed to do something about it," said Mr. Puric. "With our technology partner, TGO Consulting Inc., we determined eEnterprise offered us an opportunity to improve performance. Now, we feel confident that MLSEL has the solution in place to continue to grow its accounting capabilities."

As a result of the migration, MLSEL also noticed substantial improvements in the reporting process. In particular, Microsoft SQL Server 7.0 offered greater customization capabilities as a result of its open architecture, and the time required to produce reports has been considerably reduced.

"It was taking far too long to produce reports. Now, reporting is more than seven times faster than previously experienced. Considering the number of events at the ACC, it is important to have a strong accounting system that is able to produce diverse, customized reports" concluded Mr. Puric.

Software:

Great Plains eEnterprise Applications:

- System Manager
- eView
- General Ledger
- FRX Advanced
- Intercompany Processing
- Multidimensional Analysis
- Multicurrency Management
- Receivables Management
- Payables Management
- Bank Reconciliation
- Sales Order Processing
- Dynamics Modifier
- Integration Manager
- Fixed Asset Management
- Dynamics Process Server
- Dynamics Explorer
- Account Level Security
- National Accounts

Microsoft SQL Server 7.0
Microsoft Windows NT

MLSEL has 20 user licences.