



Microsoft Dynamics NAV Focus on...Philadelphia Zoo

Case Study

Scenario

The ongoing challenge for the Philadelphia Zoo, as with all non-profit organizations, is the need to do more with less -- to maximize every dollar of revenue it collects on behalf of the animals. To that end, the Zoo initiated a search in 2002 for a fund accounting software solution that would increase operational efficiencies and better manage expenditures.

With annual operating revenue of \$36 million, the Zoo had been using accounting software that was not specifically designed for not-for-profit (NFP) organizations. This earlier software lacked key NFP functionality, including fund accounting and a logical table-driven chart of accounts. In addition, technical support for the product was very poor and getting data out of the software was cumbersome.

Zoo administrators wanted a fully integrated accounting system that would address all of the above, as well as one that offered procurement and inventory control functionality.

After evaluating several fund accounting solutions that claim to have NFP-specific functionality, the Zoo's search committee, which was headed by Contoller Tom Walker, selected Microsoft Navision with Serenic Navigator. According to Walker, "our primary goal for purchasing a new system was to streamline our current operations and to get a better, more up-to-date picture of our financial position. We believe Microsoft Navision with Serenic Navigator will help us achieve that goal."

The implementation of Microsoft Navision with Serenic Navigator at the Philadelphia Zoo was handled by AVF Consulting, the Baltimore-based value-added reseller of Microsoft Navision with Serenic Navigator. According to AVF Consulting sales chief Jeremy Fass, who said the three-month implementation went off without a hitch, Walker and his team eventually decided on Navision with Serenic Navigator because, "they wanted a system that could address most of their key requirements out-of-the-box, with little or no customization. Furthermore, they were enamored with the software's simple and intuitive user interface and the ability to easily extract information."

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*Tom Walker, Contoller
Philadelphia Zoo*

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Benefits

Walker cites six specific areas where Microsoft Navision with Serenic Navigator has increased the efficiency and productivity of his staff:

- **Accelerated Closing.** “We have cut two working days off of the monthly closing process,” he said. “The ability to interface subsidiary ledgers, the ease of posting/closing accounts payable activity, and the simplicity of generating financial statements has made this possible.”
- **Issuance of Financial Statements.** “This activity is no longer a burdensome process,” Walker said. “Statements can be accessed throughout the month at various levels of the organization. Now our staff can devote more time to analytical review, improving the accuracy of financial reports.”
- **Drill Down Capabilities.** “Zoo staff can now drill down and analyze most variances without having to leave their desks, eliminating phone calls to accounting, and trips to pull a hardcopy of documents.”
- **Proactive Reviews of Activity.** “The multi-user environment gives managers the tools and ability to access department activity throughout the month, without relying on outdated hardcopies,” Walker explained. “This saves both paper and time.”
- **Ease of Extracting Data.** “In the past, satisfying diverse requests for data was cumbersome, or virtually impossible with our old system. Serenic Navigator provides the flexibility to extract this data easily and quickly.”
- **Elimination of Down Time.** “We are no longer experiencing system down time or the frustration of waiting for reports to compile,” Walker said.

About AVF Consulting

As one of the Mid-Atlantic's leading information technology firms, AVF Consulting has been a reseller of Microsoft Navision since 1996. The firm offers a unique blend of products and services, including fully integrated ERP solutions and technology consultation. AVF's hands-on approach ensures that every engagement receives the highest level of customer service and that each customer receives the individual attention they deserve.

The firm's professional staff provides a complete range of software and services to clientele located throughout the Mid-Atlantic region. Whether clients need a comprehensive, enterprise wide business management solution, or assistance with the design, implementation, and maintenance of their information technology infrastructure, AVF Consulting has the products and the professionals to handle the most challenging demands.

