

Ministry of Sound and ST Consulting make a Splash with Microsoft Dynamics

When the Ministry of Sound needed to streamline and improve its financial operations it turned to ST Consulting, experts in Microsoft Dynamics, for a system that would not be too daunting for its staff and be as simple as possible to use.

“We were looking for a solution which would be easy for the vast majority of users who don’t use technology in the business to allow them to manage purchasing in an easy and straight-forward way,” says James Bacchus, Head of Operations, at the Ministry of Sound.

It is an approach that the organisation has adopted throughout a number of projects as its solutions have evolved to meet its growing business needs, which have included financial systems, customer relationship management and retail management solutions.

The Need for Change – Serving a Complex Business

Though simplicity was the watchword for the company’s finance solution, the requirement was far from simple. In fact, the Ministry of Sound’s business is complex. It started 15 years ago as a nightclub in London and has grown to become Europe’s largest independent record label, while also running UK and international music tours and events as well as having businesses in media, retail, mobile, the internet and more.



To address the needs of its complex business, the Ministry of Sound chose Microsoft Dynamics GP. The next step was to review the Microsoft Partner network in search of expertise to implement the solution.

“We chose ST Consulting because it showed great expertise technically,” explained James Bacchus, Head of Operations at the Ministry of Sound.

“We were quickly convinced of ST Consulting’s Microsoft Dynamics GP product expertise. They also demonstrated a deep understanding of our business and our needs.

We knew that they would work closely with us to meet those needs.”

As a Microsoft Dynamics Gold Partner, ST Consulting has a growing team with wide ranging implementation experience.

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Managing Director, Haseet Sanhrajka, said “The Ministry of Sound legacy ERP solution was clearly in need of replacing. In essence we started from the beginning and went through all the requirements to establish how we could evolve a solution to best suit the company’s needs.”

Solutions in Place

Today, Microsoft Dynamics’ GP is the financial hub of the Ministry of Sound’s entire system, solving the problems of the legacy system and enabling a new streamlined and efficient approach.

It integrates to other Dynamics solutions and to 3rd party systems such as the Ministry of Sound’s royalty system.

However, the relationship with ST Consulting and the deployment of Dynamics solutions didn’t stop there.

Following the GP project, ST Consulting also implemented a customer relationship management system with Microsoft Dynamics CRM.

James Bacchus continued, “The new CRM system allowed the Ministry of Sound to deploy CRM to its sales people. It integrates directly into the financial system so that the sales people can raise invoices without having to put an extra load onto the finance team.”

Again, simplicity and ease of use were of paramount importance.

The Ministry of Sound chose Dynamics CRM primarily because the system looked similar to its existing office

environment. Appearing familiar to users meant they could grasp the concepts of the product quickly and so gain immediate benefits from it.

Putting the CRM solution in place has proved a huge benefit to the Ministry of Sound, resulting in a level of customer focus and intimacy that was previously unachievable. Haseet Sanhrajka explained “The CRM solution at the Ministry of Sound enables the organisation to achieve a good insight and vision into all aspects of its business. It allows the company to work and interact with its customer base, essentially helping to provide a better service to its customers.”

The Benefits of an Integrated Approach

The seamless inter-working of systems and availability of data were important goals for the Ministry of Sound and the choice of Microsoft Dynamics and ST Consulting has ensured that integrated approach and success.

“The ability of the systems to talk to one another using Microsoft Dynamics has given the Ministry of Sound the depth of information required for the business to run smoothly while making a quite a splash.” concluded Haseet Sanhrajka, Managing Director of ST Consulting.



4 City Road
London
EC1Y 2AA

Main 020 7065 68668
Support 020 7065 6850
Fax 020 7065 6858

Email moreinfo@stconsulting.co.uk
Web www.stconsulting.co.uk

