



Solution Overview

Industry

Financial Services Advisory.

Scenario

Business growth and multi-national expansion demanded a tightly integrated web, customer relationship management, subscription management and financials solution.

Company Profile

Analysts and operations in the United Kingdom, New Zealand and Australia, the Fat Prophets publish financial market advice on a subscription basis.

www.fatprophets.com.au

Benefits

Seamless website through to financials integration in a multi-national environment. Unique subscription management and call centre sales workflows fully integrated into Microsoft Great Plains delivered without technical development.

Software Used

- Microsoft Great Plains Enterprise Edition
- eOne eXtender Enterprise
- eOne Halcyon Content Management

Solution Provider

eOne Integrated Business Solutions



eOne is a leading solution developer and implementation partner for Microsoft based business solutions. eOne develop, implement, deploy and manage leading business solutions for large and middle market companies.

The Fat Prophets

A rapidly growing subscription based business, The Fat Prophets needed a solution that could tightly integrate their website and back office operations. Microsoft Great Plains was selected for its robust e-technology backbone and deep financials functionality. eOne's eXtender application was selected and configured as the subscription and customer relationship management application – chosen for its flexibility and tight integration with both Microsoft Great Plains and Outlook. eOne's .NET® based Halcyon dynamic content management engine was selected for its XML integration capability enabling rapid site evolution and multiple geography deployment with uninterrupted rich, real-time Microsoft Great Plains and eXtender integration.

Company

The Mint Financial Group trade as the Fat Prophets and operate in Australia, New Zealand and the United Kingdom. The Fat Prophets publish Financial Markets advice to thousands of subscriber members over the web.

National Media Exposure

Since launching in 2001, the Fat Prophets have received more than their fair share of media exposure and with it, rapid business growth. Fat Prophets Chief Executive Officer, Angus Geddes regularly appears on *Sunrise*, the popular financial briefing program broadcast by Channel Seven, one of Australia's leading national television broadcasters. In addition, regular spots on CNBC's *Market Watch* have further raised the profile of the Fat Prophets internationally. "The trust and credibility built up through our media and marketing program presented us with challenges" says Geddes. "A world-class financials, subscription and customer management engine was needed to complete the customer experience".

Unique and Evolving Business Requirements

In upgrading their back-office environment, The Fat Prophets reviewed and analysed solution options as rigorously as they do the markets. "The degree of workflow and call-centre sales process automation we were seeking, and the ability to evolve our customer profiling as we grew proved to be a unique requirement" commented Jason McIntosh, Fat Prophets Global Markets Director who spearheaded the project. "Going into this we knew our requirements were not static and as such we could not afford to hard-code our core application enhancements. The eOne and Microsoft Great Plains solution set delivered on every one of our business requirements without technical development. They were the only vendor able to accomplish that".





"This is the best thing we have ever done. All web enquiry and call-centre sales activity is captured in one place. We are evolving our sales and marketing approach on the fly – and we have increased our subscriber numbers in excess of 100% in just the first six months after deployment. "

**Angus Geddes
Chief Executive Officer
The Fat Prophets**

Integrated Sales, Subscription and Financial Management

The Fat Prophet's legacy environment was typical of that of our competitors McIntosh explained. "Our web hits were being logged and presented to us as a text file. Our subscriptions and customer management functions were being managed on a stand alone contact management package and financial transactions were keyed into another accounting package. We simply were not able to scale and keep control of our business."

Microsoft Great Plains Enterprise Edition became the foundation of the Fat Prophets integrated solution. eOne's eXtender application was configured to handle the subscription, customer contact management and call-centre sales functions. The vision for an interactive subscription controlled website demanded heavy integration between the website and the back-office. eOne's Halcyon content management application fully developed in .NET delivered the required rich real-time integration to the back-office applications. eOne's Smartlist integration utility enabled all business activities from web hits to sales calls to be reported through Microsoft Great Plains Smartlists.

Measures of Success

"Exceeding all our expectations, from start to finish, the entire project took only three months" said McIntosh. "Once we had our Australian business live, we were able to roll out to the United Kingdom and New Zealand in under two weeks".

"Our conversion rate of web hits to clients has tripled" said Angus Geddes, The Fat Prophets Chief Executive Officer. "Add to that our improved subscriber retention achieved through enhanced smartlist reporting and we are certainly winning". Hosted centrally, maintenance costs are down, lead conversion has improved dramatically and the Fat Prophets can do what they do best "make our subscribers wallets fatter" quips Geddes.

Contact

eXtender and Halcyon are developed by eOne Integrated Business Solutions for the Microsoft Business Solutions Great Plains product range. eOne's offices, partners and resellers span the globe with presence in North and South America, Australasia, Europe, Asia and the Middle East.

For more information about eOne products visit www.eonesolutions.com.au or contact your own Microsoft Great Plains Reseller.

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