Customer Story

Video gaming industry leader posts wins with Unit4

Shrinking time to insight from a month to minutes

A connected, intuitive Unit4 Enterprise Resource Planning (ERP) and Financial Planning and Analysis (FP&A) platform is helping this leading global video entertainment organization increase its share of the gaming market, meet customer demand for innovations like in-game purchases, and drive informed in-the-moment decisions.

The agile, adaptive finance and planning platform integrates data from any source, allowing the business to plan for every scenario and adapt quickly to change. It's easy enough for anyone to use, too.

Key benefits include:

- Accelerated decision making: Sales and finance data never more than minutes old, compared to one month previously
- Enables business to see game pre-orders in real-time and adjust marketing campaign on the fly for maximum impact
- Intuitive platform lets teams plan collaboratively and continuously, optimize gaming market strategy, and improve sales productivity

A gaming market moving at pace

The video games industry is changing quickly and dramatically. Cloud gaming, digital distribution, increased competition, and greater regulation are trending. Meanwhile the move to in-game purchases is creating a powerful new revenue stream for publishers beyond the initial purchase price.

In such a fast-paced environment, this global video gaming organization needs complete, fast, and accurate data to be shared across its European operation for agile, informed decision-making. "As change accelerates, we need finance to be a partner to the business, providing near real-time insights to make decisions ahead of the competition," says the organization's spokesperson.

As a long-term, satisfied Unit4 ERP customer within its European and American operations, the customer relies on Unit4 for complete, unified financial management and accounting, including accounts payable, accounts receivable, general ledger,

Industry
Entertainment

Location
London, UK

Size
Worldwide producer and distributor of video games

Product
Unit4 Enterprise Resource Planning (ERP)

Unit4 Financial Planning & Analysis (FP&A)

Challenges

Pivot at speed in an intensely competitive and fast-changing global gaming market. Make strategic planning decision based on a complete, timely version of the truth.

Key metrics

Reduced time to insight from months to minutes

Agility

Continuous and collaborative planning

UNIT4

In business for people

> # "In the past, the data that sales relied on for decisions was up to one month old. Now these sales insights are available in near real-time so they can make in-the-moment decisions."

Spokesperson
Leading global video entertainment organization

budgeting, and more. By harnessing real-time financial visibility and automating otherwise manual finance processes, Unit4 improves productivity, ensures complete financial transparency, and drives informed planning and budgeting.

Unit4 Consolidation is also deployed to reconcile and combine accounts from across a network of divisions into a single consolidated group for statutory and management reporting.

"Unit4 gives our organization a single view of the truth," the spokesperson comments. "Everyone is connected to the same, common view of the financial data. There's no misunderstanding, and everyone is aligned for better decision-making."

Planning and taking action on future strategy

However, a company can't stay ahead by standing still. As the market evolves, competition intensifies, and customer buying and playing behavior changes, this video gaming organization needs to use data in new and innovative ways — both to plan future strategy and act upon those plans. This is where Unit4 FP&A comes in.

"It's like having a car," the spokesperson says. "ERP enables us to drive forward on a day-to-day basis and look back at where we've been. FP&A, meanwhile, is all about looking forward: planning the next journey so it is direct, smooth, and safe. We are extremely pleased with our ERP platform, but we realized we needed to enhance the insights by connecting

more sources, such as marketing, behavioral, and sentiment data, using holistic data to support planning."

Unit4 FP&A gives the organization a flexible, integrated approach to financial planning — from planning cash flow and managing operational budgets, to forecasting sales, warehouse inventories, and revenue. "It was easy to sell FP&A to our sales teams. We told them, 'We know you love your planning spreadsheets, but how about instead we give you all the informed insights, in one app, from your mobile phone?' They were instantly hooked," he says.

The way the sales function used to forecast pre-orders for upcoming games highlights the difference Unit4 FP&A is making. In the past, each region and/or game distributor prepared their pre-orders forecast manually using large, complex spreadsheets. This was then shared, edited, and rolled up into a master spreadsheet for planning decisions. It was complex, prone to error, and the antithesis of agile.

Now, stakeholders can enter their sales forecasts directly into an intuitive, browser-based Unit4 portal. Everyone shares one common, accurate view of the future, from summary sales forecasts, to drill-down insights into the behavior of individual gamers and gaming interactions. "When we align this sort of data with our marketing campaigns, it becomes extremely powerful," the spokesperson explains. "We can see the pre-orders in real-time and adjust our marketing

campaign on the fly to where it has most impact, for example moving TV to social promotion. It's all geared to maximizing future sales success and rewarding customer relationships."

"In such a dynamic marketplace, our sales function can't wait for finance to finish the period close. In the past, the data that sales relied on for decisions was up to one month old. Now these sales insights are available in near real-time so they can make in-the-moment decisions."

The impact of Unit4 is reflected in an eagerness to use the new tools. The customer explains, "When the decision was made to integrate a new webstore, one of the first people the team engaged with was the financial controller. They wanted to know what the platform could do to support the web store and make it even more powerful. To me, that's proof that Unit4's reach extends way beyond finance."

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