

Ladbrokes

Betting and Gaming

Customer Success Story

About Ladbrokes:

- Long-established, widely recognized brand
- World leader in the global betting and gaming market
- Gross revenue exceeded one billion in 2009
- Betting available in 18 languages and currencies
- Supported by 15,000 skilled employees and state-of-the-art technology

www.Ladbrokes.com

Industry:

Betting and Gaming

Solutions:

Oracle® E-Business Suite

Insight Software Suite for Oracle® EBS

- Insight Reporting™
- Insight Console™



For Ladbrokes, Insight Software Suite provides intuitive reporting and efficient access to information in Oracle E-Business Suite

“*Insight has contributed significantly to the efficiency and accuracy of the monthly financial close processes at Ladbrokes.*”

Daniel Weiss

International Financial Controller

Ladbrokes

Business Challenge: Easy, timely access to Oracle EBS data

With origins dating back to 1886, Ladbrokes is a widely recognized brand and a leader in the global betting and gaming market. The company is known for its breadth of betting and gaming services available through retail, online and telephone operations.

Data specificity and granularity of analysis are gaming industry fundamentals. When Ladbrokes replaced its legacy mainframe-based accounting and reporting system with the Oracle E-Business Suite (EBS), a key goal was enhancing business reporting. To this end, the company also implemented Oracle Financials Analyzer and Oracle Discoverer.

However, Ladbrokes found it difficult to get timely information out of Oracle EBS, according to Daniel Weiss, International Financial Controller, Ladbrokes. Ladbrokes used a combination of Discoverer reports, Financial Statement Generator (FSG) reporting, and Excel to piece together reports with consolidated views.

“Ladbrokes had only limited in-house FSG expertise, and since we did not implement with Multiple Reporting Currencies (MRC), getting information across sets of books and currencies was especially difficult,” Daniel states.

The company identified a goal of extracting information more efficiently from Oracle EBS and began to look for a solution.

Solution: Insight Software Suite for Oracle® E-Business Suite

Ladbrokes chose the Insight Software Suite for Oracle® E-Business Suite from InsightSoftware.com. Built for the Oracle® E-Business Suite and leveraging Oracle security, Insight Software Suite is designed to drive enterprise-wide productivity and profitability.

Daniel states that Insight offered competitive pricing and capabilities that other reporting solutions did not. “We were particularly impressed by Insight’s balance reporting and transactional drill-through functionality.”

ORACLE® Gold Partner

InsightSoftware.com is a Gold Partner in the JD Edwards Enterprise One, JD Edwards World and Oracle E-Business Suite applications-product focus areas.

The Bottom Line:

With the Insight Software Suite, Ladbrokes PLC is successfully meeting its goal of extracting information efficiently from Oracle EBS.

Insight Reporting™ facilitates uniform and timely consolidation of data to enhance business efficiency on an ongoing basis for Ladbrokes. Insight provides tangible time savings across the entire Ladbrokes finance department, and contributes significantly to the efficiency and accuracy of the monthly financial close processes.

Ease of use and time savings top the list of Insight benefits noted by users at Ladbrokes. The users specifically highlight Insight's custom hierarchies, cross-SOB reporting, ease of export into Excel, and the overall flexibility of the solution as advantages.

Benefits:

- Enhances efficiency with timely, consolidated data reporting
- Delivers tangible time savings across the finance department
- Facilitates distribution of reports that non-power users can run easily
- Intuitive user interface requires little training to provide rapid time to benefit
- Fast, painless implementation with little IT support

Insight Reporting™ users can build inquiries and reports in minutes using live data. "Demos showed immediately that Insight Software is very easy to use," says Daniel. "Our users like the Insight user interface and that it's very easy to edit and add to Insight reports. Because our team can create reports for distribution that are easy for non-power users to run, Insight provides efficiencies across many areas of the business."

Today there are more than 20 user-created Insight reports used for financial and management accounting purposes at Ladbrokes. This number is likely to increase, as Ladbrokes has expanded from six Insight Reporting™ user licenses to 25.

Rapid Time to Benefit

"The deployment was fast and painless," Daniel says. "Insight required very little IT support during the implementation and needs almost no IT support on an ongoing basis."

"Insight is very intuitive," Daniel adds. "We were able to run reports almost immediately, with the minimum of in-depth training. Learning to build inquiries and do a bit more customization just took a couple of hours."

Substantial Time Savings

"We know that there are tangible time savings across the entire finance department," states Daniel. One user says that "Insight is up to 20 times faster" than the methods he had been using previously.

Another Insight user at Ladbrokes comments on the speed of data retrieval, saying, "Insight saves me time: I can quickly drill down to the journal-level detail, and I used to have to run two reports to do that."

Positive User Feedback

Ease of use and time savings top the list of Insight benefits noted by users at Ladbroke. Users specifically highlight the custom hierarchies, cross-SOB reporting, ease of export into Excel, and the overall flexibility of Insight as advantages.

"The drill-down facility in Insight is fantastic; you can see everything need to see in one place," comments one user.

Another user says, "We like the ability to create user-defined reports very quickly in Insight, especially compared to how we were trying to cobble together reports in the past."

Business Advantages

Insight Reporting™ facilitates uniform and timely consolidation of data to enhance business efficiency on an ongoing basis across Ladbrokes.

"Insight has contributed significantly to the efficiency and accuracy of the monthly financial close processes at Ladbrokes," says Daniel.

Using the Insight Software Suite, Ladbrokes is successfully meeting its goal of extracting information efficiently from Oracle EBS.

For more information please visit www.InsightSoftware.com

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