



Ink Publishing Takes to the Skies with Exchequer from IRIS Enterprise Software

Ink Publishing is an international publishing company producing more inflight magazines for more airlines than any other publisher in the world.

Ink's award-winning titles include *AirTran Airways Go*, *ATA Airlines Sights*, *Bangkok Airways Fah Thai*, *BMED Impressions*, *bmi Voyager*, *bmibaby yeahbaby*, *Brussels Airlines b.spirit!*, *Brussels Airlines b.there!*, *Cebu Pacific Smile*, *China Airlines Sky Couch*, *clickair clickmagazine*, *easyJet easyJet inflight*, *Gulf Air Gulf Life*, *Gulf Air On Air*, *Jet2.com JetAway*, *Jetstar Airways Jetstar*, *MAXjet jetStyle*, *Midwest Airlines MyMidwest*, *MyTravel Recline*, *OASiS Hong Kong Airlines Oasis*, *Ryanair Ryanair Magazine*, *Siem Reap International Airways Sarika*, *Sterling Airlines Sterling*, *Tiger Airways Tiger Tales*, *VLM Airlines Velocity* and *Wizz Air wizzit*.

Ink is also the publisher of *CNBC European Business* magazine, CNN's bi-monthly travel magazines, *CNN Traveller* and *CNN Traveller Asia Pacific*, and *Time Out Singapore*.

Carole Bellars joined Ink Publishing in June 2004 and was tasked with reviewing the company's accounting systems, processes and software. The intention was to review and assess the relevance to the business of the existing Sun System Accounting Software (a non-user-friendly DOS based system with no job costing ledger, very limited reporting and few drill-down capabilities).

"I considered and reviewed Rebus, Sage, Sun 5 and Exchequer," states Carole. "We chose to implement Exchequer as it ticked the majority of boxes for us. The scope of the product, drill down capabilities, easy links with BACS payments, SQL database with no further cost, ease of report writing and general usability made this product the winner."

Ink Publishing went live with Exchequer in July 2004 with the solution being provided by Platinum Partner 5 Star Computer Systems. 5 Star provided excellent pre sales demonstrations and advice, matching the business processes to the system they were recommending. Carole continues "Exchequer handles all our purchase ledger functionality and that of our sales ledger including credit control notes, emailing of statements, letters to customers and of course bank reconciliations. The OLE link into Excel is in daily use as it allows us to design management accounts according to our business in a product that is well known and understood."

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The OLE technology works by linking Microsoft Excel to the rich financial management data held within Exchequer. This allows Carole and her team to retrieve vital decision support information onto any Excel spreadsheet. Drill-down capabilities are taken further by the use of the Job/Project Costing module, ideal for publishers, as projects and jobs can be grouped into contracts to provide analysis at a group level as well as by individual publication. Ink Publishing themselves use the module to record revenues and costs per issue of each publication; allowing the profitability and work in progress to be monitored and valued for each issue.

Ink Publishing is now an International organisation that consists of 5 companies, three of which operate in non-sterling. "Exchequer's multi currency capabilities are of real benefit to us," comments Carole. "We can view and reconcile general ledger in original currencies, consolidated or translated into another currency. The automatic currency re-valuation facility is of particular use and there are even comprehensive multi-currently reporting options."

In conclusion Carole comments, "It was my recommendation to adopt Exchequer and I have not been disappointed. The team at 5 Star have been helpful and efficient over the past 3.5 years, always providing us with solutions no matter what they are tasked with."

To learn more about Iris Exchequer and what 5 Star can do for you, please contact us on 01843 844 020 or visit us at www.5-star.co.uk.

