



Companies - **Holly Australia Pty Ltd and Holly Connects, Inc.**

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### **The Company**

Holly Australia is a growing development and software services organisation using MYOB. As a leading vendor of software Voice Platforms to the world's most demanding customers: Telecommunications Carriers, Hosting Service Providers and Large Enterprise, Holly has deployed thousands of ports and hundreds of applications across 5 continents. Our customers and partners leverage our innovative technology solutions to enhance customer care and caller satisfaction, deliver operating efficiencies and drive new revenue opportunities.

### **Our Need**

While MYOB is sufficient for the complexity and volume of transactions, it is severely lacking around reporting sophistication. My requirements for financial information as CFO to manage the business as well as the demands of our board and investors are beyond the standard capabilities of MYOB.

Our requirements include:

- The consolidation of two separate companies with different base currencies into a single view
- The ability to nominate monthly exchange rates and view the results in either USD or AUD
- The comparison of actual financial data with a standing budget and an updated forecast which is maintained on a complex set of spreadsheets

### **The Solution**

We had no business intelligence reporting tool. The reporting from MYOB is limited and the format is fixed. I wanted a more professional reporting pack with the minimal manual capturing. When I was introduced to Alchemex, I immediately enjoyed the intuitive feel and the way it uses Excel to deliver reports. I further recognized that we could build a solution to meet our complex requirements and already have skills in Excel so users would get immediate benefits from an Alchemex BI installation.

I chose Alchemex based on its ability to easily connect to multiple databases and run a single group of reports that would extract, calculate and compare information in excel and create professional looking reports in a single step.

### **The End Result**

My entire experience has been positive, the team at Alchemex is helpful and professional and stay committed to a task until it is completed. I am able to generate 7 reports from a single process in a format I have established which is highly professional and incorporates all my requirements. A process that previous took most the morning takes less than 5 minutes and I can now spend that time analysing the information instead of generating it. These requirements are far beyond the abilities of MYOB but can be achieved with the powerful features of Alchemex.

As the CFO of Holly I am extremely happy with what we have been able to achieve by introducing Alchemex Business Intelligence, it's like MYOB on steroids.

**I'd be happy to refer the Alchemex product and services to anyone looking for a world class reporting solution.**

**Steve Orleow - Chief Financial Officer**