

## Quick Facts

### Industry

Technology: Supplier of immersive visual display solutions

### Company Info

- Operating since 1984
- Annual revenue: £25 million
- Employees: 150
- General Ledger: Visibility
- Locations: Based in UK with offices in the United States

### ROI

- Decreased management man hours required to review and correct mistakes
- Savings in the finance department and the company as a whole by getting the right people to contribute data
- Overall time savings in the budgeting and forecasting cycle—from more than one month to several days

*“PROPHIX really just sells itself—by being able to link models together and its versatility to be more than just a budgeting system.”*

--Darren Cosshall  
CFO/Director of Finance, SEOS



## SEOS Seos

### Case Study

Facing lengthy budgeting cycles with Excel, SEOS implemented PROPHIX and created a centralised profit planning, forecasting, and reporting solution. The most immediate benefit was the reduction of the budgeting and forecasting period from over one month to three days. In addition to the time savings, the entire company received more accurate information, which gave employees confidence in their numbers.

### Background

SEOS is a leading global supplier of immersive visual display solutions, offering a complete design, development, production, installation and support service. The products are used worldwide in simulators for military and commercial flight, air traffic control, marine and surface transportation, as well as for planetariums, science centres and digital immersive theatre applications.

### Recognising the Problem

SEOS, like many companies, created budgets and forecasts in Excel because of its familiarity. However, facing too many problems with Excel caused a lengthy budgeting process. For

example, when end users changed the formatting of the spreadsheets, numbers didn't summarise correctly. “We just had too many errors with the Excel planning, and the time to consolidate and amend everybody's input was taking too long,” explains Darren Cosshall, CFO/Director of Finance. The budgeting process took in excess of one month to complete with two people collecting data from different countries and different managers.

### Implementing a Solution

The first task for SEOS was to duplicate its current Excel-based planning process in PROPHIX. SEOS learned that PROPHIX was flexible

enough to not only duplicate its current business model but was also capable of handling other models. A sales model was developed with long-term revenue and cost of sales forecasts by project, which fed information to a corporate model used for planning. “We needed to centralise our profit planning, forecasting, and reporting into one package,” says Cosshall. “So we linked up two models to work together.”

### Bottom Line

SEOS was elated to find that PROPHIX requires minimal training time. End users were using the product in a very short time and were comfortable in an environment that looks and feels just like Excel. In addition, PROPHIX offered more than just planning and reporting. PROPHIX could be used for other applications, and in other departments. “PROPHIX really just sells itself—by being able to link models together and its versatility to be more than just a budgeting system, in terms of looking at other areas of the business and not just being a financial budgeting tool,” says Cosshall.

The most immediate benefit for SEOS was reducing the budgeting and forecasting period from over one month to three days. This meant that managers could spend more time on day-to-day issues instead of troubleshooting multiple spreadsheets and tracking down consolidation issues. In addition to the time savings, SEOS received more accurate information by providing data entry access to the planning and forecasting system—empowering their employees and giving them a sense of ownership.

### Future Plans

SEOS has realised some great benefits by using PROPHIX in the finance department and including other managers in the budgeting and forecasting process. Because the reporting aspects of PROPHIX are quick and easy to use, SEOS now uses PROPHIX’s reporting features to verify accounts from their Visibility ERP system. In the future, SEOS is planning on creating other models to analyse inventory—empowering more employees, and adding more contributors to making SEOS more profitable.

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