

Customer success story
Eyeworks Touchdown

Industry
Entertainment 

Location
New Zealand

Greentree product suite
Financial Management

GREENTREE GOES LIVE AT EYEWORCS TOUCHDOWN

Eyeworks Touchdown television productions is New Zealand's leading producer of reality and lifestyle television, producing over 180 hours of prime-time television a year in four countries – NZ, Australia, UK and USA.

Behind the scenes, Touchdown required a comprehensive and flexible financial system. Before moving to Greentree in April 2002, they were using a combination of two systems; MYOB and NZA Gold. A key motivation for implementing a new system was the necessity for better financial reporting.

With over 17 years accounting and product management experience, Michael Molloy, Director of Business Affairs at Eyeworks Touchdown, knew they required strong, financial software with powerful reporting. "We were familiar with the industry specific systems and other financial software on the market, but we

knew that irrespective of the size of our company, we needed financial software with excellent reporting tools. Greentree provided the necessary system."

After a detailed review, Eyeworks Touchdown knew that Greentree would provide the solution required for the future growth of the company. They also felt that Greentree offered a competitively priced, locally developed product that encompassed all their functionality needs. They currently have a team of four users using the core financial modules.

The financial reporting in Greentree provides a direct online connection to Microsoft Excel, giving complete control over how reports are formatted and presented. "Being able to have 'live' access to data that can be manipulated and presented for a wide variety of business uses is pivotal at Eyeworks Touchdown." It allows users to securely connect directly to the General Ledger and extract financial information for any period or year.



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Eyeworks Touchdown



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Michael Malloy, Director of Business Affairs, Eyeworks Touchdown

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The flexible reporting structures within Greentree have been essential for Eyeworks Touchdown. Greentree allows an unlimited number of multi-level ‘trees’ to be defined with the General Ledger, that are used to group summarise financial information within Excel. These flexible reporting ensure that almost any financial reporting requirement can be easily fulfilled.

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Eyeworks Touchdown is part of the fabric of New Zealand television viewing. Touchdown is NZ’s leading producer of reality and lifestyle television and is part owner of Sky TV’s “The Living Channel”. Touchdown specialises in entertainment, lifestyle, sport and factual series, as well as serious documentaries. It produces over 180 hours of prime-time television a year. They operate in 4 countries – NZ, Australia, UK and USA and have produced television for NZ, Australia, Ireland and the USA as well as selling their television formats and completed programmes into another 25 countries.

www.touchdownntv.com

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