



Brooklyn Motors Case Study Monarch makes light work of IT reporting!

Brooklyn Motors is a family owned plc which was founded in 1935 by Mr W T Hill, operating from a wooden garage near Inkberrow, Worcestershire. The company is now a major dealer for Citroën, Ford, Mazda, Skoda and Toyota, and celebrates 70 years of trading this year. Brooklyn Motors has operations in five counties and employs over 600 people across 16 dealerships. Services also include accident repair, servicing, parts and daily vehicle rental.

Just as a spanner is essential in the servicing bay at Brooklyn Motors, other departments have their essential tools to help them achieve their goals. In the IT and finance department, Graham Houlston, Group Financial Controller, has been using Monarch software, the IT equivalent of a spanner, for regular data extraction and manipulation.

When Graham joined Brooklyn back in 1998 there was a need to extract data from electronically archived reports from a legacy dealer management system (DMS) called DARTS – a Kalamazoo UCS product built for car dealerships. After reading an article on Monarch, Graham bought a copy to help him bring the information from these reports into the company's main financial reporting system. Using Monarch, Graham was able to easily create models to select the relevant data from the reports, and export the data with one click into spreadsheets or databases as required.

Graham comments that the ease of exporting filtered and manipulated data and automating that process is the best feature of Monarch, followed by the simple method that templates and models can be produced even

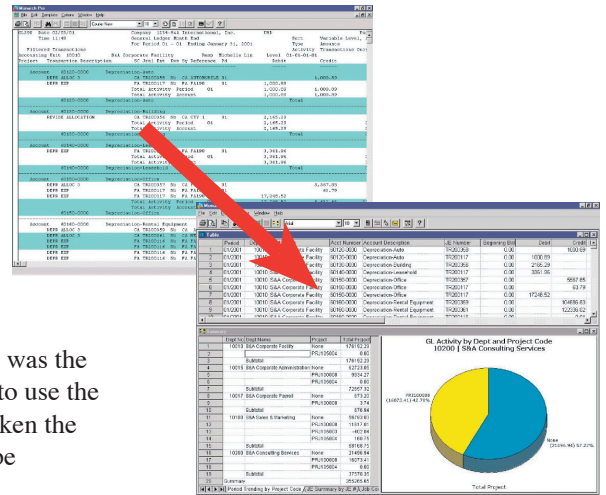
by complete beginners. Graham was the first person at Brooklyn Motors to use the software, but others have now taken the time to learn and now wouldn't be without it.

Monarch can be used productively and very quickly, once you have completed the first few tutorials. The trick is to understand what reporting is available from existing systems and having the imagination and vision to use it creatively."

Graham Houlston, Group Financial Controller

Like a spanner in the car repair workshops, Monarch lends itself to of data transformation tasks in the IT and Finance departments. Graham also uses Monarch to extract trial balances from one dealer management system to import them into another. For example, the Skoda and Citroen franchises moved onto a Kerridge DMS from another system in mid 2004. Using Monarch, Graham was able to get the right information from these old systems, to help migrate to the new system smoothly and without losing vital data.

Getting the right information to the right decision-maker at the right time is vital for any business, and with compliance issues



requiring companies to prove that their financial reporting is not only accurate but demonstrably so, Monarch has helped Brooklyn Motors stay ahead of the game as they draw on the variety of systems already in place. Many companies, faced with these same challenges, are urged by vendors to deploy a single costly new solution that incorporates all the existing data sources, but Monarch fits into an organisation's existing IT environment - without the need for any hardware or programming resources.

Monarch has given Brooklyn Motors benefits and efficiencies - faster generation of management information, elimination of the need to re-key data, improved accuracy and the ability to quickly transform report data into spreadsheets for emailing directly to the relevant users. Graham comments "I would foresee most organisations benefiting from using Monarch to deliver a cost effective report mining solution. Some of the reporting now done I could not have achieved in a cost effective and timely manner before Monarch."



DATAWATCH EUROPE LTD., The Software Centre, East Way, Lee Mill, Ivybridge, Devon PL21 9GE, UK

Tel: 01752 893100 Fax: 01752 894833 E-mail: sales@datawatch-europe.com

www.datawatch.com

