

# TRADER MEDIA GROUP DRIVES BUSINESS FORWARD WITH NAVISION VERSION 4

Submitted by: Clarity Public Relations

Wednesday, 25 May 2005

---

Trader Media Group, a leading publisher of over 70 different publications including Auto Trader, Bike Trader, Top Marques, AdTrader and Auto Freeway has upgraded to the latest version of Microsoft Business Solutions-Navision working with Gold Microsoft Business Solutions partner Advantage Business Systems.

A Microsoft Navision user for over 12 months, Trader Media Group's Head Office decided to upgrade to Microsoft Navision Version 4 to take advantage of the enhanced functionality the latest version offers. This included the ability to create and distribute inter-company transactions — including sales and purchase documents, multiple databases, multiple currencies, and multiple languages and the ability to quickly reverse journal postings and changes for manual entries in general ledger journals.

The upgrade to Microsoft Navision version 4 took Advantage just one week to complete, this included moving the solution from a citrix server within Trader's head office to a dedicated data centre in the Midlands. Following a smooth upgrade and minimal staff training, Trader's finance team were able to start using the latest functionality the very next day.

Andrew Miller, Financial Director at Trader Media Group was delighted with the upgrade to version 4, "We were impressed with the upgrade of our Microsoft Navision solution. The process was fast and smooth, with few issues. We looked to Advantage to manage the process with our IT and Finance Departments, and the joint effort was completed under very strict resource and time constraints."

The decision to implement Microsoft Navision at Head Office 18 months ago was based on a need to improve business insight. The existing legacy system, Coda, was unstable and users became increasingly frustrated when key financial data including management reports was difficult to extract.

Competing with a range of tier one and two vendors, Trader chose Microsoft Navision due to its competitive pricing, the broad range of functionality the product offers, its user friendly interface, efficient consolidation of accounts and its ability to integrate with existing systems. Following a successful implementation project which saw the roll out of core financials, sales and receivables, inventory and purchase payables, Trader went live in March of 2004.

"The business benefits Trader gained from the initial roll out of Microsoft Navision were immediate", said Miller. "With Microsoft Navision version 4 we will be able to efficiently exchange information and transactions across companies by creating and distributing inter-company transactions simply, take the pain out of routine accounting processes with the ability to quickly reverse journal postings, and empower our employees with a solution they'll want to use with a familiar Microsoft Outlook navigation menu that can be tailored to the way our business works."

On the selection of Advantage as Trader's Microsoft Navision partner for the initial implementation, ongoing support and more recent upgrade, Miller cited the company's ability to demonstrate the functional benefits of the solution against Trader's business needs, its Microsoft Navision knowledge and proven experience in rolling out the solution across multiple sites as key in the selection of Advantage as preferred partner.

Jonathan Hughes, Director for the Microsoft Business Solutions Partner Group, said: "The features and flexibility of Microsoft Navision version 4 make this an ideal fit for Trader Media Group, and I am confident this leading publisher will see a healthy return in its investment over the years. The Advantage Business Systems team is to be congratulated for their excellent work with this important customer."

– end –

<b>About Advantage Business Systems:</b>

Advantage Business Systems specialises in providing leading IT solutions to European businesses, and is ideally placed to deliver end-to-end web enabled solutions. Advantage addresses the key IT requirements within any organisation - the network environment, the business software applications deployed and the ongoing management and support of the IT infrastructure.

<b>For further information:</B>

Katharine Rees-Geraghty  
Advantage Business Systems  
Tel: 020 7959 6070  
E-mail: [info@advantage.co.uk](mailto:info@advantage.co.uk)