



## Dream scores highly at Ashridge Management College

**As you would expect from one of the world's leading management colleges, selecting the most effective route to meet its business goals is taken very seriously at Ashridge. When (as part of its pre-Year 2000 software review) the organization installed a new event management system across the business, Finance Director, Andy Plumbly, knew he would need a first-class finance system to interface with this.**

Ashridge turned to Dream for its general ledger management. "We needed a single ledger system that would complement and interface with the new event management system and existing CRM and payroll packages. Dream was easily the best solution on the market."

For Plumbly, the most significant benefit of selecting Dream was its inherent flexibility. "The system can be easily customized in a way that makes sense of the complexities of a business, rather than having to work within the rigid structure imposed by many finance systems. This enhances the scope of the solution to capture and deliver meaningful management information that can support us in driving the business forward."

Once the system was set up to complement its business dynamics, the Ashridge Finance team was able to deliver comprehensive management information to its business unit customers. "Dream allows us to deliver reporting at a detail level for each programme and to aggregate this information directly back to individual business units," comments Andy Plumbly. "The fact that relevant personnel can quickly and easily see all revenue and expenditure for each event and can generate a wide range of different reports means that we are able to manage relevant aspects of the business from a granular perspective if appropriate."

Today, Ashridge has eight main Dream users in the Finance team with a further ten users spread across key invoicing areas - such as the booking office - who can also query the system for relevant data direct from their own desktops.

Plumbly rates Dream highly. "The product has been proven to be extremely easy to use - new staff members have been able to master the system quickly," he comments. "In addition, we rate Dream pretty highly from a design perspective and Dream has been ahead of the competition to include new technologies such as XML integration."