



ROGER BULLIVANT

PROPHIX



Although they are not a household name, millions of people depend on Roger Bullivant for their security and safety.

Roger Bullivant is a specialist construction company that, for over 30 years, has been making foundations for buildings throughout the UK. It is the market leader in residential and light industrial pilings and foundations. Based in Burton-on-Trent, this privately held company has revenues of over £70 MM (\$110 MM).

Most companies that purchase PROPHIX are graduating from using spreadsheets for their planning. In Roger Bullivant's case they were already using a forecasting product. However, they found this software to be too tightly structured and inflexible for their needs. For example, they now plan their business based on a relatively complex organizational structure that is a combination of locations and disciplines (i.e. product lines). They couldn't do this with their old software, nor could they easily create ad hoc consolidations for reporting.

"Compared with any computer software I've used before, for ease of installation and getting it up and running, PROPHIX is absolutely great."

"We liked the flexibility and also the price."

- David Crofts, Group Financial Accountant, Roger Bullivant Holdings Limited.

"Budgeting with PROPHIX is a much quicker process because data entry is so easy. It's much easier to do time spreads and top-down data entry"

- Mike Harris, Group Management Accountant, Roger Bullivant Holdings Limited

Roger Bullivant looked at several products before choosing PROPHIX. They wanted something more powerful, but found most products extremely expensive, not just in terms of price but also in the effort and time required to implement them. For most of these products, budget administrator training alone took two weeks or more.

Mike Harris, Group Management Accountant, says: "We couldn't believe a product like PROPHIX was on the market at that price. We thought there must be a catch."

But there was no catch. Roger Bullivant acquired PROPHIX and since then has enjoyed major benefits. One is ease of implementation.

"I was amazed at how quickly we managed to put in our accounting structure in terms of our account codes, our locations and our disciplines", says Mark Llewellyn, Roger Bullivant's Financial Controller.

"With PROPHIX, after just two days we were keying in our budgets", he explains. "Compared with any computer software I've used before, for ease of installation and getting it up and running, PROPHIX is absolutely great".

Use of PROPHIX at Roger Bullivant

"We got the first draft of the budget out easily in 2 weeks instead of about 4 to 5 weeks of hard work", Mark recalls.

"In our business, things are rapidly changing all the time. One major benefit of PROPHIX is that we can now go through 4 or 5 revisions for the board of directors while we are preparing the budget."

At Roger Bullivant, prices are calculated on a 'cost plus' basis. Therefore, the way they budget is to collect sales forecasts from the area offices and use standard percentages and metrics (that vary by location) to calculate direct costs such as material costs and subcontractors. Most of the overheads are employment costs based on headcount.

"Roger Bullivant has a 4-4-5 week fiscal year", explains David Crofts, Group Financial Accountant. "With PROPHIX we find it easier to enter annual plans and allocate the data to months based on the 4-4-5 periodicity. We also use seasonal profiles for allocating some yearly numbers to quarters and months."

PROPHIX has enabled the finance staff at Roger Bullivant to produce a more professional set of reports for company directors. Monthly data is imported into PROPHIX from the General Ledger for comparison with the budget. They can also produce flexible consolidations for senior management using the Multiple Hierarchy feature of PROPHIX's Dimension Manager.

PROPHIX is also used for ad hoc variance reporting. Especially useful are the drill-down features of PROPHIX's OLAP Reporting. If there is a large variance in, say, legal and professional service expenses across the company as a whole, Mark and his colleagues can easily find out which location has been responsible for the excess, or whether the variance is across all locations.

Roger Bullivant manufactures much of the plant and equipment they need to construct foundations. One department will manufacture a piling rig, while another maintains the machinery, and a third 'owns' the plant and hires it out to the trading departments that generate revenue. Because of this there is an important need for inter-company eliminations, which are easily handled by PROPHIX.



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Roger Bullivant's plans for PROPHIX.

Roger Bullivant have used PROPHIX for two complete budget cycles and are now planning to broaden their use of the software. They want to use PROPHIX more proactively than they do currently.

"We want to benefit from the features we don't use at the moment", says Mark. "We are extending our organizational structure to include two separate divisions and we want to extend our use of PROPHIX. Because we use PROPHIX it is now much easier to reorganize the business."

Another added benefit of PROPHIX is the ease with which it can be used for mid-year forecasting. Roger Bullivant would like to use PROPHIX for quarterly forecasting, but not at the same level of detail as the annual budget. An easy way of doing this is with PROPHIX's unique Calculation Rule Sets.

The finance staff at Roger Bullivant are also building up historical financial data in PROPHIX. This will enable them to better analyze their data and help them plan more quickly and more easily in future years.

BOTTOM LINE – BUSINESS BENEFITS

PROPHIX helps Roger Bullivant:

- ▶ create a business model of their company in just two days
- ▶ easily enter data using time spreads and top-down data entry
- ▶ produce the first draft of their annual budget in less than half the time it took previously
- ▶ create better plans by having more time to make revisions and more time to analyze and understand their data
- ▶ monthly perform ad hoc variance analysis and quickly identify which areas of the company have the largest variances
- ▶ maintain a more complex organizational structure
- ▶ calculate inter-company eliminations
- ▶ produce more professional reporting for senior management
- ▶ build up a database of historical financial information from which reports can easily be generated