



## **Microsoft Navision Proves Grand Design for ?What If!**

*Innovation Company to Support Growth with Microsoft ERP System*

**Reading, UK - 30 November 2004** - Microsoft Business Solutions has today announced that ?WhatIf!, a creative innovation company based in London, has purchased a Microsoft Business Solutions Navision system from certified Microsoft Business Solutions partner QSSD, to replace an existing system the rapidly expanding company had outgrown. By providing one system for all ?WhatIf!'s global offices, Microsoft Navision will help the company grow, by centralising business and customer data.

Edward Parsons, ?WhatIf!'s general manager, said: "There were three critical decision making factors which placed Microsoft Navision, as supplied by QSSD, ahead of other products we looked at: value for money; ease of configuration of the user interface, which was important to a team of people with a keen eye for design; and the wide range of functionality Microsoft Navision offered, from job costing to contact management."

Another factor which stood Microsoft Navision in good stead was the ability to deliver the product via Citrix, enabling ?WhatIf! to build a cross-platform ERP system usable by both PC and Mac users. Parsons said: "Much of our creative work, especially the video editing arm of our business, is done using Macs, which make up 40% of ?WhatIf!'s desktops. The fact that QSSD was able to develop the Microsoft Navision system so it could be delivered across both desktop formats convinced us wed made the right choice."

?WhatIf! was founded in 1992, when the two founding partners worked from a small room in North London. By 2002 ?WhatIf! had significantly grown, and the company now has over 100 employees located at offices in London, Sydney, New York and

Manchester, and has an annual turnover of 11 million. In April this year, ?What//? was named best UK workplace by the Great Place to Work Institute.

The rapid expansion of ?What//? had resulted in numerous islands of customer, contact and financial data. This data used to sit across several employees contacts folders, PDAs, as well as other disparate databases. The Microsoft Navision system has provided one platform from which ?What//? can run its financial accounts. The company has also been able to centralise client contact details and job information, both historical and current.

Jonathan Hughes, Microsoft Business Solutions partner group director, said: "We have the right technology to meet the needs of businesses such as ?What//?, who need their systems to be flexible enough to add value in a complex IT environment. Through working with our partners, like QSSD, we are able to offer our customers solutions that can help their businesses grow."

Phil Bacon, managing director at QSSD said: "When we first sat down with ?What//?, it was clear a radical consolidation of the companys customer and financial data was needed. We feel weve achieved this in partnership with ?What//?, and the fact that Microsoft Navision will integrate not only finance but also resource planning and customer data means ?What//? will see the benefits of the system after a very short timeframe."

?What//? has Microsoft Navision modules covering resource planning, finance, job costing, CRM, commerce portal, email logging and integration. ?What//? has already made a significant investment in Microsoft, purchasing products including Microsoft Office 2000, Microsoft Office 2003 for Mac, Microsoft Windows 2003 Server, Microsoft Exchange 2000 and Microsoft SQL Server. ?What//? will spread its investment in Navision across three years, using Microsoft Business Solutions Total Solution Financing service, which enables SMEs to finance a total solution purchased from a Microsoft Certified Business Solutions Partner including the software, reseller partner services, ISV solutions and hardware at competitive rates and convenient terms.

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### **About Microsoft Business Solutions**

Microsoft Business Solutions offers integrated business applications and services that allow small and midsize organisations and divisions of large enterprises to connect employees, customers and suppliers for improved efficiency. The financial management, customer relationship management, supply chain management and analytics applications work with Microsoft products such as Office and Windows to streamline processes across an entire organisation, giving businesses insight to respond rapidly, plan strategically and execute quickly. Microsoft Business Solutions applications are delivered through a worldwide network of channel partners that provide specialised services and local support tailored to a company's needs.

### **About ?WhatIf!**

Based in London, ?WhatIf! Limited (?!) was established 1992 and is the UK's leading ideas led innovation consultancy. ?! employees 110 people who work out of four offices: London, Manchester, New York and Sydney. ?! is a strongly values led organisation, with everyone aligned behind the five values: Love; Passion; Action; Bravery and Freshness. ?! helps organisations develop new products or services using its world-class creative techniques, provides creative training courses and gives executives the opportunity to get freshness by attending TopDog study tours and RAW inspiration events. In addition, ?! has a Joint-Venture (?! Joint Ventures) that is developing and creating new retail ventures. ?! Joint Ventures currently has 6 ventures launched. Or visit ?WhatIf! at [www.whatif.co.uk](http://www.whatif.co.uk)