

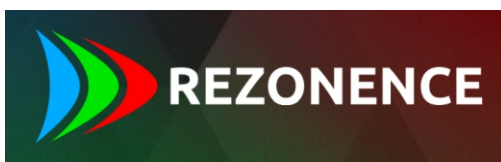


REZONENCE FINDS THE PERFECT FIT

Rezence has implemented Chase Advertising and Media Solution for Microsoft Dynamics NAV to manage its business processes. The company helps publishers increase revenues and advertisers truly engage with audiences.



CASE STUDY



The Chase Advertising and Media Solution for Microsoft Dynamics NAV offers a breakthrough user experience and technology innovations that can simplify access to information, improve organisational agility, streamline integration with a wide range of applications, enhance reporting and maximise one's investment in other Microsoft products and technologies.

Rezence provides a media platform called Freewall which provides a unique engagement mechanism between marketers and users browsing websites. These engagements require media to be booked, billed and paid, which is what Chase Advertising and Media Solution for Microsoft Dynamics NAV now facilitates.

Chase Software CEO Jamie Peers CEO says Chase Nexus Media and Dynamics Nav were an immediate fit for Rezence. **"There was no customisation for the client, and they were utilising a 100% vanilla implementation of our products, which meant the time to implement was incredibly quick - literally a matter of weeks."**

"The longest lead time was the process of data take-on from the previous accounting solution. Unfortunately there were many design issues and flaws in the other vendor's data which took a bit of time to resolve, but overall the solutions went in smoothly and quickly," he explains.

Rezence CFO John Fitzpatrick says the business had become administratively burdensome to run through its exceptionally speedy growth spurt. **"All media buying processes and bill-pay coordination were**

run in Excel and then manually recaptured into our previous accounting solution. Fundamental errors were being made due to it not being geared for an organisation of Rezonence's complexity and size."

The Chase Advertising and Media Solution for Microsoft Dynamics NAV is the accounting system of choice for advertising agencies, the solution is flexible and the Chase team is focused on delivering features and reports that add value to the agency.

He says by integrating previous manual processes into the solution, allowed billing and payments to be done accurately in terms of what media was bought.

The Chase Advertising and Media Solution for Microsoft Dynamics NAV solution includes an existing, stable, seamless and unattended integration. The integration allows reports in Chase, such as the Job Reconciliation Statement, to reflect payment information captured in Microsoft Dynamics NAV.

"Automated business processes reduces the amount of administration and ensures accurate billing and payments. This means greater throughput of media buys and platform placements utilising the same staff compliment," he concludes.

