

# NEWSPOLL LEADS THE POLL IN FINANCIAL SYSTEMS

Newspoll is Australia's leading provider of public quantitative market research services and opinion poll information. With offices in Sydney, Melbourne and Brisbane, the company provides high-quality information that is accurate, reliable and timely.

"We have also applied high standards to our financial software," says Carole Yeomans, financial accountant for Newspoll, referring to Greentree International's CBA and Greentree.

The CBA financial system at Newspoll's Sydney office carries out all creditor and invoicing requirements for the three offices. Initially Newspoll purchased the General Ledger and Accounts Receivable modules. As the company's operations grew, the Accounts Payable module was added to allow for the facility for computerised cheques. In February, an upgrade to CBA 2000 was carried out.

"I joined Newspoll two years after the CBA system was implemented, and out of all the systems I had come across, found CBA effortless to learn and use," says Carole. "Over time however, it became a priority

to migrate the data and although various systems were looked at, nothing seemed suitable - that is until Greentree."

"What appealed most about the Greentree financial system was firstly it has a successful track record, from the developers of CBA. Secondly, the Microsoft office integration would allow a reporting tool facility through Excel enabling online viewing and reporting at any time."

"As a beta site, we felt we played a small but important part in the fine-tuning of the software through the excellent support of the Greentree Business Partner. At year-end July, Newspoll went live with the Accounts Receivable, Accounts Payable and General Ledger modules."

"Timewise, there's a dramatic difference with faster month-end processing. As entries are updated immediately through the General Ledgers, we are now online as opposed to the previous manual updating system. Having other users access the system without compromising security could also be a great benefit further down the road."

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Carole Yeomans, Financial Accountant, Newspoll



Newspoll Ltd is Australia's premier omnibus provider and leading public opinion polling company. Newspoll offers a full range of high-quality quantitative market research services, including customised research of consumer and business markets, and has national fieldwork capability, with client service offices in Sydney and Melbourne.

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