



Partner Power International Tipp24 Case Study



Partner Power facilitates the international implementation of Microsoft Dynamics NAV to support online-betting company Tipp24's expansion strategy.

Tipp24 experienced:

- **Precisely defined project scope**
- **Fast implementation of CORE solution**
- **Optimized project management and reduced project costs**
- **Smooth international roll-out**

Customer Profile

Tip24 is the leading online broker of state-owned lottery products in Germany

Functional Scope

G/L, Finance Management, Purchase & Payables, Sales & Receivables, Fixed Assets.

Countries in scope

Germany, Spain and Italy

Number of users

13

Partner Power Added Value

- International project management
- CORE solution development
- Roll-out management

A fast-growing company in a dynamic market

Tipp24 AG is a German company offering online lottery products. With total billings of €264.2 million in 2006, Tipp24 today has a leading market position as an online broker of state-owned lottery products in Germany and counts about 1.8 million customers. Founded in 1999, the company has experienced exponential growth and high revenues. Tipp24 acts as an online broker for state-owned lottery products. Its customers in Germany can play almost all the games of chance offered by the state-owned and state-licensed lottery operators via its Internet platform, www.tipp24.de, where its customers can participate in the different lottery games around the clock.

The online lottery market is tremendously growing and Tipp24 is determined to keep taking advantage it, also across the German borders. The company has already started this expansion, with two fast growing European subsidiaries, in Spain since 2002 and in Italy since 2005. Today, Tipp24 is one of Europe's leading brokers for online lottery products offered by state-owned or state-licensed lottery operators. They plan to achieve that through organic growth within the market for online brokerage in Germany, by broadening

their product range, and finally by expanding to new markets.

Finding the solution to support current and future challenges

Before proceeding with new expansions, Tipp24 needed to ensure that their ERP system could support this strategy. Tipp24 had been using Microsoft Dynamics NAV since 2004, and with great satisfaction. They already believed that it could potentially support them in their future growth. They did, however, consider a range of other ERP systems such as SAP, but very fast settled for Microsoft Dynamics NAV. *"Microsoft Dynamics NAV was an obvious choice for us. We had been working with it for a couple of years at our German headquarters office, says Ulf Teuber project manager at Tipp24. After screening a few competitive products, it quickly became clear that Microsoft Dynamics NAV offered the best price-performance ratio. Also, we knew that the system had all the functionality we needed and had been enjoying its great flexibility and usability."*

Scoping and clearing up uncertainties

Once the product selection was done Tipp24 started considering implementation and roll-out, and contacted Partner Power Germany

(akquinet AG) to provide them with guidance and directions. With headquarters in Hamburg, akquinet is a Microsoft Gold Certified Partner providing high-performance IT consulting services for standard solutions, customised development and outsourcing; nationally and internationally. Because of the international nature of the project, akquinet recommended the involvement of Partner Power International, as well as a thorough first step analysis to clearly define Tipp24's needs.

"When we started with this project, we had a lot of suggestions, expectations, concerns, requirements... it was overwhelming, and we had no idea how to get started. Partner Power suggested a diagnostic workshop", explains Ulf Teuber. At Partner Power, every project starts with a diagnostic workshop, where project managers perform a gap/fit analysis to scope the exact needs of the customer, identify the impact that the project will have on their business, and set priorities. Such a workshop also clarifies management roles in sponsorship and solidifies commitments and support for the project. It is a great opportunity to start the project on good basis with a great assessment of all aspects of the customer's current environment, including current user-capabilities and experiences, training requirements, hardware and software compatibility, and the kind of data conversions that will be necessary given a change of system.

This diagnostic workshop allowed Tipp24 project management group to take a deep dive into the project and allowed them to gather and unify their thoughts. *"We had 3 operations in 3 different countries, working with 3 different systems, therefore creating a lot of manual reporting and consolidation work. All we knew was that we wanted systems that could work together so that our German controlling team could have a straight look into the figures from our subsidiaries at any time. The help of Partner Power in defining clearer goals was invaluable. Using a great moderation technique and a proven methodology, they helped us define a long-term strategy and turn our uncertainties into a*

well-structured, phased project plan in just a couple of days", says Teuber. After the gap/fit analysis Tipp24 had defined a much more precise list of goals for this project, including:

- Setting up a corporate accounting system and a corporate table of accounts
- Working on a common database throughout all sites
- Simplify and align workflows and functionality
- Using identical reporting tools to facilitate consolidation
- Harmonization of financial processes
- Increase in data quality

Tipp24 could immediately see the benefits from investing in the diagnostic workshop. Based on the intensive work done during the workshop, and the detailed gap/fit analysis, Partner Power was able to quickly implement a suitable CORE solution for Tipp24. At Partner Power, a CORE solution is a Microsoft Dynamics based ERP solution specifically made for the needs of a customer, and with consideration for customer-relevant localization and translation needs. The approach of dedicating time to defining a good CORE solution at the early stage of the project was particularly interesting for Tipp24. *"It was amazing",* remembers Teuber! *"Partner Power came to take a copy of our Microsoft Dynamics NAV system and just a couple of days later they were back with an updated system. After a few adjustments and just 12 days, we had our CORE solution! Partner Power had made such a great analysis of our needs during the workshop that we could cut the implementation time to a minimum."* Once implemented in Germany, the CORE solution, tailor-made for Tipp24, was ready to be localized and rolled-out to Spain.

The right partner for international ERP implementations

Extending the project to Spain was a natural and easily-taken next step as Partner Power had, from the very beginning, included this evolution in the project plan. *"Partner Power definitely was the right partner for our international ERP implementation project. Because they work with the most professional*



and experienced local Microsoft Dynamics partners, they make international Microsoft Dynamics NAV roll-outs much easier and smoother". Tipp24 did not use Microsoft Dynamics NAV in their Spanish subsidiary, and therefore were not in contact with any Microsoft Dynamics partner locally. Partner Power involved Partner Power Spain (Microsoft Gold Certified partner IBdos) "Had we not been working with Partner Power, we would have had to screen a lot of different Spanish partners to find one that could help us. And still after that, we would have had to handle all project management between us, the German partner and the Spanish partner. With Partner Power, it was all made so easy! They recommended and seamlessly involved a great partner, IBdos. Partner Power took care of transferring knowledge to them and within no time they were ready to get the project started in Spain."

Throughout the project, Tipp24 has benefited from the value added by Partner Power's structure and organization. *"Partner Power has been supporting our strategy and its developments every step of the way. They were the greatest help I, as a project manager, could get. Because they offered one single point of contact for any issue related to implementation, training and worldwide roll-out, they took away many of the project management pains from me. Not only did it make the situation more comfortable for me, it also saved us precious time and eventually money",* concludes Teuber!

Tipp24 is planning to stabilise its market share as one of the leading online lottery brokers in Europe, and you can bet that Microsoft Dynamics NAV and Partner Power will be part of supporting Tipp24 in pursuing their new challenges.

About Partner Power

Partner Power specializes in implementing Microsoft ERP solutions to international customers operating in multiple locations worldwide. Our organization currently covers 45 countries, operating from 131 regional offices and employing more than 3000 highly skilled professionals. Our services are provided globally through certified professionals locally. We believe that the right solution is based upon industry knowledge, customer focus and a proven global roll-out methodology.

Want to learn more?

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