



BUSINESS CHALLENGE

Grand Prix Tours® (GPT) wanted to seamlessly integrate and more effectively manage its accounting and inventory management functionalities and Web store activities. In addition, the company required the ability to continuously update tour availability on the Web site each time a booking was made – whether via the Web, the telephone or through a travel agency.

ACCPAC SOLUTION

ACCPAC Pro Series™ has enabled GPT to automate and better manage virtually every aspect of its business, from Web site bookings to payments to invoice generation to confirmations and more. In addition, the new solution empowers GPT with the ability to automatically update the available inventory of rooms and tickets on its Web site and deliver the comprehensive management tools and forecasting capabilities that it required to remain competitive.

BENEFITS

GPT's ACCPAC® solution automates the company's complete business infrastructure, allowing it to reduce staffing overhead and concentrate its attention on planning and forecasting. With full integration between its accounting and reporting processes and its Web store operations, GPT has become more responsive to changing market conditions and in turn has boosted bottom-line performance and customer service.

INDUSTRY

Travel

GEOGRAPHIC LOCATION

United States

Grand Prix Tours Races Ahead With DFC Enterprises

In today's volatile economic climate, one of the best weapons the travel tour industry has at its disposal are Web stores. As proof, at a time when industry tour sales are generally down 30 percent, at least one specialized tour operator, Grand Prix Tours (GPT), which specializes in arranging tours to automobile and motorcycle racing events around the world, has reported sales increases of 200 percent through its Web store. The key to the California-based company's success, ACCPAC Pro Series, has provided an unprecedented level of business management expertise that has enabled GPT to zip ahead of the pack.

“By implementing a complete business management solution that not only manages, but integrates, all of our accounting and reporting processes, our inventory of rooms and tickets and our Web site, we have been able to maintain our momentum in the most challenging of times,” says Gerhard Widtmann, vice president of GPT. “The system automates our complete operation, allowing us to cut back on staffing costs, focus more attention on planning and forecasting, become more responsive to changing market conditions and watch revenues flow in.”

Instant Payback, Ongoing Savings

An ACCPAC software user for over 10 years, GPT upgraded to ACCPAC Pro Series to become Microsoft® Windows®-compliant and leverage the Web integration features of the application. “Before implementing ACCPAC Pro Series,” Widtmann says, “we considered other applications that were tailored for tour operators, but they did not offer the inventory control and Web integration capabilities that we wanted, and were too costly and complex for our requirements. Only ACCPAC Pro Series met our needs from both performance and ROI perspectives.”

“Beyond the instant payback, the cost benefits of ACCPAC Pro Series will continue long into the future,” Widtmann says, “because of its forecasting capabilities. By projecting future sales based on previous years of business, we can effectively manage the risks of either purchasing too many hotel rooms and tickets or too few – a capability that has the potential to save us hundreds of thousands of dollars each year.”

About DFC Enterprises

DFC Enterprises, an ACCPAC Solution Provider since 1984, specializes in implementing and customizing ACCPAC Pro Series and other ACCPAC applications to meet the specific business needs of large and small companies in the distribution, manufacturing and travel industries. The company provides complete installation, training, data conversion, customization and project implementation to insure successful installations. In addition, DFC Enterprises offers e-commerce and other Internet supplements that integrate with ACCPAC solutions.

Visit DFC Enterprises at www.dfcenterprises.com.

About ACCPAC

ACCPAC is a global provider of end-to-end business management applications for mid-size businesses. Look to ACCPAC for fully integrated software that delivers high performance, advanced functionality, cross-product integration and unmatched freedom of choice. Integrating powerful front-office Web and wireless capabilities with back-office accounting and operations, ACCPAC provides companies with the solutions they need to enhance competitive advantage and increase profitability.

Visit ACCPAC at www.accpac.com.

A Tailored Business Automation Solution

GPT's integrated accounting/Web store solution was implemented by ACCPAC Partner DFC Enterprises. "GPT came to us in search of a way to automate as much of their operation as possible," says Jay Rubin, president of DFC Enterprises. "GPT's accounting operations were already well set up with ACCPAC Pro Series, and they wanted to make sure that the same processes could be applied to bookings and revenues from the Web. They also wanted the ability to continuously update tour availability on the Web site each time a booking was made – whether that booking was made over the Web, on the telephone or through a travel agency."

GPT's ACCPAC solution has provided the company with the automated, integrated system it wanted. A visitor to the GPT Web site can request specific hotels, events and dates, and ACCPAC Pro Series will automatically charge his credit card the 30 percent down payment, and then 60 days before the tour date, will charge the balance.

In addition, ACCPAC Pro Series books requested rooms and tickets, decrementing the available inventory and appropriately updating GPT's Web site. The system also generates invoices and confirmations, prints labels and periodically produces rooming lists that are forwarded to hotels.

With ACCPAC Pro Series, DFC Enterprises fulfilled GPT's requirements. "This solution really does have it all," Widtmann says. "It manages and automates every aspect of our business. Thanks to ACCPAC Pro Series and DFC Enterprises, we have become more productive, more competitive and more successful."



ACCPAC is responsible only for the information about ACCPAC, its products and services, and for the statements of its representatives. All other companies mentioned herein are responsible for the information about their respective companies, products and services, and for the statements of their representatives.

Copyright © 2003 ACCPAC International, Inc. All rights reserved. ACCPAC, the ACCPAC logo and the ACCPAC product names mentioned herein are registered trademarks or trademarks of ACCPAC International, Inc. in the United States and other countries. All other marks are registered trademarks or trademarks of their respective companies.