



**CUSTOMER**  
Eyeworks  
Touchdown Ltd

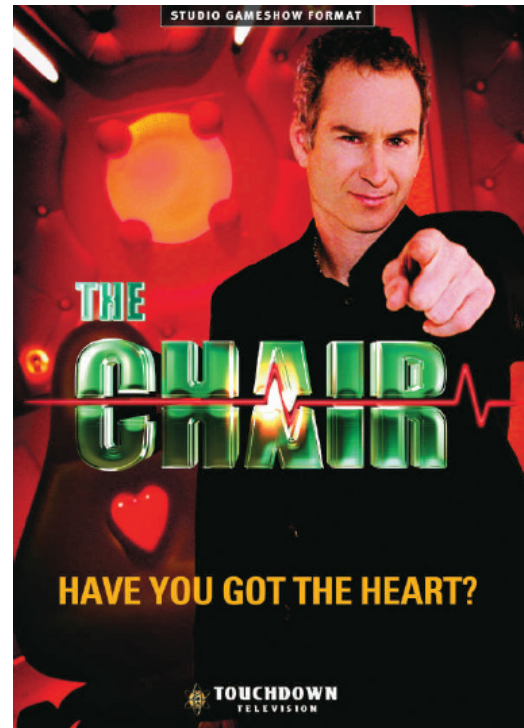
**INDUSTRY**  
Hospitality  
& Entertainment

**LOCATION**  
New Zealand

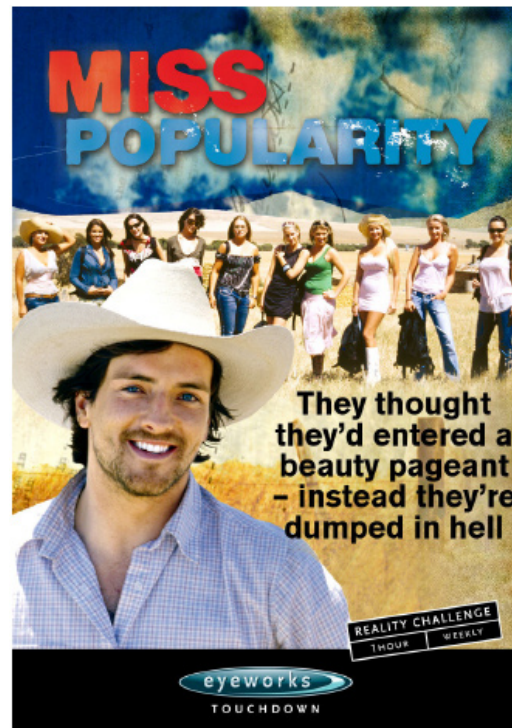
**GREENTREE  
PRODUCT SUITE**  
• Financial  
Management

## Greentree goes live at mainstream Television Production Company

Touchdown Television Productions is NZ's leading producer of Reality and Lifestyle television, producing over 180 hours of prime-time television a year in four countries – NZ, Australia, UK and USA.



Behind the scenes, Touchdown required a comprehensive and flexible financial system. Before moving to Greentree in April 2002, they were using a combination of two systems; MYOB and NZA Gold. A key moti-



vation for implementing a new system was the necessity for better financial reporting.

With over 17 years accounting and product management experience, Michael Molloy, Director, Business Affairs at Touchdown, knew they required strong, financial software with powerful reporting. "We were familiar with the industry specific systems and other financial software on the market, but we knew that irrespective of the size of our company, we needed financial software with excellent reporting tools. Greentree provided the necessary system."

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Michael Malloy, Touchdown Television



After a detailed review Touchdown knew that Greentree would provide the solution required for the future growth of the company. They also felt that Greentree offered a competitively priced, locally developed product that encompassed all their functionality needs. They currently have a team of 4 users using the core financial modules.

The financial reporting in Greentree provides a direct on-line connection to Microsoft Excel, giving complete control over how reports are formatted and presented. “Being able to have ‘live’ access to data that can be manipulated and presented for a wide variety of business uses is pivotal at Touchdown.” It allows users to securely connect directly to the General Ledger and extract financial information for any period or year.

Michael Molloy commented, “The Greentree interface with Excel really has expanded our reporting facility immensely.” Touchdown uses the facility to provide different views of their financial information. Molloy explains, “Being able to have ‘live’ access to data that can be manipulated and presented for a wide variety of business uses is pivotal at Touchdown.”

The flexible reporting structures within Greentree have been essential for Touchdown. Greentree allows an unlimited number of multi-level ‘trees’ to be defined with the General Ledger, that are used to group summarise financial information within Excel. These flexible reporting ensure that almost any financial reporting requirement can be easily fulfilled.

### About Touchdown Productions

Touchdown programming is part of the fabric of New Zealand television viewing. Touchdown is NZ’s leading producer of Reality and Lifestyle Television and is part owner of Sky TV Channel “The Living Channel”.

Touchdown specialises in entertainment, lifestyle, sport and factual series, as well as serious documentaries. It produces over 180 hours of prime-time television a year. They operate in 4 countries – NZ, Australia, UK and USA and have produced television for NZ, Australia, Ireland and the USA as well as selling their television formats and completed programmes into another 25 countries. .

For more information visit [www.touchdowntv.com](http://www.touchdowntv.com)

### ABOUT GREENTREE

Greentree International specialises in developing highly effective business management software solutions. The Greentree product has been developed by the authors of CBA, arguably the most successful business software package for small to medium sized businesses in Australia and New Zealand.

In choosing Greentree you are selecting a business system that will truly empower your organisation today and grow with you into the future. The Greentree Partner Network provides a highly skilled local support team that will ensure you achieve tangible business benefits. Greentree has also been recently recognised as a global ‘Rising Star’ by MIS magazine Australia.

For more information visit: [www.greentree.com](http://www.greentree.com)

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