

**CASE STUDY:**  
THE HOYTS GROUP

# BASWARE & HOYTS: A CLOUD TRANSFORMATION LOVE STORY

**CUSTOMER LOYALTY AND TRUST WEREN'T THE ONLY REASONS HOYTS DECIDED TO STAY WITH BASWARE AND MOVE TO THE CLOUD WHEN THEIR SOLUTION WENT END-OF-LIFE. AFTER DOING HOMEWORK ON OTHER VENDORS, BASWARE STILL CAME OUT ON TOP.**

HOYTS is one of the world's leading entertainment corporations. With more than 52 locations across Australia and New Zealand and more than 100 years of experience in entertainment, it's a familiar name in the region.

What is less familiar with its viewing public is what happens behind the scenes.

## **BEHIND THE SCENES: AT THE MOVIES AND IN ACCOUNTS PAYABLE**

"People love going to the movies," says Niroshan David, Group Financial Controller at HOYTS, and that resonates with HOYTS' goal as part of the Wanda Group - to deliver a premium experience to their customers.

"But," he continues, "although everyone loves the popcorn, no one loves the queue."

It's an analogy that can be applied to financial processes, too. As long as people get a great experience they don't necessarily need, or want, to know what is going on behind the scenes.

Whether you're talking about what occurs behind the silver screen or behind the scenes with invoices, at the desks of the creditors and Accounts Payable (AP) team, things just happen in the background. Unlike in the movies, though, when it comes to AP, Niroshan says, "You will know straight away if something goes wrong."

### **CUSTOMER:**

**HOYTS**

### **INDUSTRY:**

Media & Entertainment

### **LOCATION:**

- Australia
- New Zealand

### **BASWARE SOLUTION:**

Basware Purchase-to-Pay

**basware**

Simplify Operations, Spend Smarter.



**"WE LIVE IN A WORLD WHERE  
TECHNOLOGY IS CONSTANTLY  
CHANGING AND IT'S IMPORTANT  
THAT CRITICAL BUSINESS  
FUNCTIONS ARE LOOKED AFTER"**

### **STAYING AHEAD OF THE GAME**

HOYTS didn't want to get to a stage where that happened to them. "We didn't want to wait until the system broke down and we were struggling to manually pay 65,000 invoices. We wanted to make sure we were ahead of the game."

The on-premise Basware product they were using was reaching its end-of-life. "The costs were increasing for the actual platform we were staying on," says Niroshan. "Why keep paying more money to keep an old system working?"

So, they went out to the market and looked at different options and did various cost-benefit analyses. Throughout it all, they kept coming back to Basware.

"We've been with Basware for more than a decade," says Niroshan. "It's almost like part of the HOYTS furniture. They have helped us maintain a good payment platform and Basware had built a good system. So why did we want to change if things work well?"

In line with the HOYTS philosophy of continuously improving to make sure that everyone has the best experience and to align with their vision to create the cinema of the future, they knew that it was time to give their AP and invoicing solution the attention it deserves.

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Niroshan David  
Group Financial Controller,  
HOYTS

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### **EXCELLENT SERVICE**

HOYTS have five AP staff managing various business units spread over 50 locations and process around 65,000 invoices a year - 100% of which are captured through Basware.

Basware has been providing an excellent experience to HOYTS for 13 years.

Niroshan says, "We empower our managers at sites to make sure they take charge, to make sure that everyone has a good experience when they come to HOYTS. That's exactly why we don't need them spending hours and hours on admin and that's where Basware comes in. We can really easily transmit invoices and get them approved and make it seamless so they're not focusing their energy on admin things".

But Niroshan believes that, "we live in a world where technology is constantly changing and it's important that critical business functions are looked after." That, more than anything, is why they decided to move to the cloud.

### **BENEFITS OF CLOUD**

Niroshan and his team were beginning to recognise the limitations of their on-premise system.

“One of the biggest things about Cloud is it’s going to be constantly upgraded. You’re not going to rely on your IT team – they’ve got plenty to do already. They say it could improve your business agility, lower your costs, improve the speed of processing, let you be more agile, provide more support, and give you better control of spend. We anticipate getting faster processing, perhaps better compliance, better support and better discounting due to better financial management.”

What really ‘wowed’ him, though, was Basware’s advanced reporting. “The reporting is just... we don’t even know how we’re going to use it yet but there was just so much reporting in there,” he comments with awe.

## WHY CHOOSE BASWARE AGAIN?

At the end of the day, even having done the research about other providers, some of whom were actually at lower costs than Basware, HOYTS decided to remain with Basware because of the trust factor. “Ask yourself,” Niroshan says to a hypothetical person moving to the Cloud, “can you rely on them?” For HOYTS the answer was clear.

“With Basware, they’ve got our data. They might be better at integrating it into the newest platform. It’s an easier transition. And, to add to all of that, Basware is a global brand. They’re partnered already with some great companies and we were ready to put our trust in Basware to take this new step into the unknown.”

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Group Financial Controller,  
HOYTS

“We wanted to stay up to date – to make sure that we’re setting ourselves up for the next 13 years. We wanted something that is reliable, flexible, has the right support and security. We reviewed a lot of products on the market but, in the end, Basware was the best fit for us.”

In order to continue to maintain the levels of standards and control that his team holds, they have decided to partner with Basware for the next journey. “We’ve had a good experience to date, so we’re really keen to keep this relationship going.”

## ABOUT: HOYTS

HOYTS operates more than 450 screens and over 55,000 seats in cinemas across Australia and New Zealand.

HOYTS is part of The HOYTS Group that includes HOYTS cinemas, and Val Morgan Cinema and Outdoor Advertising.

## ABOUT BASWARE

Basware is the global leader in providing Purchase-to-Pay solutions, e-Invoicing and innovative financing services. Basware’s commerce and financing network connects businesses around the globe. As the largest open business network in the world, Basware provides scale and reach for organizations of all sizes, enabling them to grow their business and unlock value across their operations by simplifying and streamlining financial processes. Small and large companies around the world achieve significant cost savings, more flexible payment terms, greater efficiencies and closer relationships with their suppliers.

Find out more at:

[WWW.BASWARE.COM](http://WWW.BASWARE.COM)

