

Six Flags

www.sixflags.com

FAST FACTS

COMPANY PROFILE

Six Flags Entertainment Corporation is the world's largest regional theme park company.

INDUSTRY

Amusement Parks

GEOGRAPHY

International

CHALLENGES

Six Flags needed a single integrated solution to handle the business-management needs of each park—with local language, tax codes and currency support—while reducing the cost of ownership for disparate systems.

SOLUTIONS

Microsoft Business Solutions—Great Plains (now part of Microsoft Dynamics™)

RESULTS

Streamlined financial reporting, quicker analysis of financial data, improved inventory management, improved business processes, and significant cost-savings.

Six Flags Affords Thrill Rides and Grounded Financial Management.



Growing a multi-national organization is no easy task, especially when it includes entertaining nearly 50 million guests annually at locations across Belgium, Canada, France, Germany, Mexico, the Netherlands, Spain, and the United States.



Six Flags Entertainment Corporation is the world's largest regional theme park company, with \$1.2 billion in annual revenue and 39 properties across 8 countries. During peak season, the company employs up to 50,000 people globally.

The challenge was that many of the company's parks were running different general ledger systems. Six Flags needed a single integrated business solution

that could span the diverse business-management needs of each park, while reducing the cost of ownership for these disparate systems.

Six Flags' solution at the park level required support in the local language, with adherence to local tax codes and local currency computations. At the same time, corporate management at headquarters needed global reporting capabilities.

Using Microsoft Business Solutions—Great Plains (now part of Microsoft Dynamics™), Collins provided Six Flags with immediate insights into their financial operations around the globe. Six Flags now enjoys streamlined financial reporting, quicker analysis of financial data, improved inventory management, improved business processes, and cost savings of nearly \$1 million USD annually.



Why Collins Computing?

Joe von Bose, Corporate Manager of Accounting Operations, Six Flags says,

"Collins Computing was a real partner during the implementation phase, offering value-added service that has sealed our relationship for the long-term."

Software

Microsoft Business Solutions using Microsoft SQL Server™ (centralized on 10 Citrix servers).

Benefits

Cost-Savings Through Purchasing and Inventory Planning

Purchasing and inventory planning can now be implemented in an integrated, shared environment with one central, enterprise-level solution. Inventory overhead can be reduced now that parks can "swap" the high-cost parts needed to maintain complex rides.

Increased Customer Satisfaction

Customer satisfaction is up, with supplies arriving as needed, rather than just as scheduled.

The Speed and Power of Microsoft SQL Server

Six Flags executives are extremely pleased with the dependability and speed of Microsoft Business Solutions running on the powerful Microsoft SQL Server. In one week alone, Six Flags Magic Mountain generated over 3,300 journal entries in Microsoft Business Solutions. Six Flags has 38 additional parks that run 52 weeks a year.

Ease of Operation

Microsoft Business Solutions is simple to maintain and operate, allowing Six Flags to distribute valuable technical resources

“Collins Computing was able to design and configure our implementation in a way that met our goals within the timeline, while addressing the issues of multiple languages, currencies and localization.”

— Joe von Bose, Corporate Manager of Accounting Operations, Six Flags

to other parts of the company. Since the solution is easy to learn, Six Flags can now train users on the entire system in five days, whereas the previous solution took five days for general ledger training alone.

Improved Processes & Efficiency

Sharing a common system, Six Flags executives can now run and create their own reports from any office around the world using industry-standard reporting tools. Users are able to drill down from any amount within the system to gather greater detail — a feature not available in previous systems. Because employees spend less time consolidating data and creating reports manually, morale also improves.

Microsoft Business Solutions increases efficiency in many areas, including training and technical support.

Financial IT staffing at corporate headquarters was reduced from 12 to 5 full-time employees, saving 60+ hours per month in the process by eliminating tedious manual tasks.

