

Sunbelt Communications

The news always goes on. Infinium ASP makes it possible.



BUSINESS PROFILE

Client: Sunbelt Communications Co.

Market: Media

Headquarters: Las Vegas, NV

Established: 1979

Annual Revenue: \$60 million

Media Markets: in 5 states – Arizona, Idaho, Montana, Nevada, and Wyoming

Employees: 550

When you're in the television news business, every second counts. There are nearly as many deadlines as there are hours in the day, and the competition is always breathing down your neck. Sunbelt Communications Company, parent company to eight NBC and Fox television stations in the West, recently needed a system to handle its back-office operations so it could devote more time and resources to its news operations. That's where Infinium ASP came in.

As CFO of Sunbelt Communications Company, Scott Mattox spends a lot of time making decisions about money matters. He works hard at striking that balance between being fiscally prudent and ensuring that the company has the resources it needs to excel.

Recently, Mattox had to make a choice about his back-office operations. He needed more IT expertise to successfully support them. He knew he could hire another technical professional, or completely take the management and support of his business solution out of his staff's hands and outsource his operation to Infinium ASP, a single-source, fully accountable application service provider. Even though outsourcing cost him slightly more, he opted for the Infinium ASP strategy.

Why?

Hiring problems and other worries eliminated

"I don't have to go through the people issues," Mattox says. "I don't have to worry about the new hire going for another job. I don't have to worry about their being technically proficient. I pick up the phone and call Infinium and my worries go away. I'm probably paying more than if we hired another person, but it's worth not having the headaches."

Infinium ASP offers a complete, fully integrated solution for managing enterprise applications without the high costs and resource demands associated with their deployment, support, and maintenance. With Infinium ASP, Sunbelt Communications gets performance levels and application up-time that are guaranteed in their Service Level Agreement, as well as predictable costs, scalability, automatic upgrades, and data-backup and recovery capabilities.

From Infinium's Enterprise Solution Hosting Center – a highly secure, state-of-the-art, carrier-class facility in Marlboro, Massachusetts – a veteran staff of technical experts and other support people make sure Sunbelt Communications' solutions are running smoothly 24x7, 365 days a year. And, as Mattox says, help is just a phone call away.

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Scott Mattox
CFO

Staff freed to focus on business-critical matters

With Infinium ASP taking care of the back office, Sunbelt Communications’ IT staff can concentrate on mission-critical issues, like maintaining Newstar, the computer program used by reporters and editors for writing and editing stories that are fed to the teleprompters from which the news anchors read.

“The resources that I have now can address operation-critical issues,” Mattox says. “If there’s a hiccup in the Newstar program, they can take care of it. And they can also concentrate on just preventative maintenance,” like ensuring that the array of communications signals and lines feeding information in and out of the stations are up and running – so the news always goes on.

Sunbelt Communications is taking advantage of the flexibility and efficiency of Infinium’s Financial Management and Human Resources solutions, to which more than 60 users involved in financial, human resources, and payroll operations spread out in five Western states are connected via Infinium ASP.

Especially useful to Sunbelt is Infinium Accounts Receivable (AR), which interfaces with a traffic program that schedules and tracks advertising for the television stations. Sunbelt has outgrown the billing adjustment part

of the traffic program and has adapted Infinium AR to work with it. Billing and scheduling information is downloaded into Infinium AR, which makes necessary adjustments and gives projections on collections.

“We’ve grown so much over the last five years that our old accounting system ran out of horsepower,” Mattox says. “And now we have the ability to access our data to make useful business decisions. Infinium is much more powerful on the accounts receivable side.”

Additionally, Infinium General Ledger puts historical data right on Sunbelt staffers’ desktops, where it never was before. “We don’t have to look up everything on paper anymore,” says Tim Yock, Sunbelt controller.

Rapid implementation keeps Sunbelt up and running

The changeover to Infinium’s Enterprise Solution Hosting Center could have been complicated, but Infinium’s technical staff made sure it wasn’t. Deployment was fast, with Sunbelt Communications’ operations down for a little more than 24 hours, says Dave Rounds, IT manager.

“There was no reason why it wouldn’t go well,” he says. “Infinium did what I expected them to do.” And that included going the extra mile by making the switch during the July 4th holiday weekend.

“That was at the suggestion of Infinium, so that we had a little extra time if it didn’t work right,” Mattox says. “They were willing to work over the holiday weekend, which was real nice.” But such commitment did not surprise Mattox, he says.

Technical service reputation tops

“The guys at Infinium have a very good technical service reputation. And the support on the ASP has been tremendous. They have a lot of resources. Everybody we deal with has been just tremendous.”

“And they are responsive no matter where they are – Hawaii, Texas,” he adds, referring to the time an Infinium ASP account manager phoned Controller Yock from Hawaii during a trip to see another customer, just to make sure everything was going smoothly at Sunbelt Communications.

Infinium training is also top rate, he says.

“I find that the instructors are very knowledgeable, proficient in the products that they’re training us on,” he says. “I don’t think we ever asked a question that the trainer didn’t know the answer to.”

Infinium ASP is a natural choice

The combination of dependable consulting services and knowledgeable support, proven business applications, and a top-notch hosting facility made Infinium ASP a natural choice for Sunbelt Communications.

“Infinium ASP takes away the worry about our business operations and allows us to concentrate on running television stations – which is truly our priority,” Mattox says.

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