



Our customers speak for us

For **Entercom Communications Corp.**, data integrity, quick analysis and a user-friendly Excel front end—features of a **PowerOLAP** planning and budgeting solution—are compelling enough reasons to bid farewell to FRx.

A PowerOLAP case study with comments from
Amy Farley Prophet, Manager of Financial Analysis
Entercom Communications Corp.

After struggling through FRx's two-dimensional data world, Suburban Philadelphia-based radio station group, Entercom Communications Corp. discovered an alternative to improve their financial reporting. They turned to PowerOLAP and its dynamic budgeting, planning and financial reporting features, which are provided in a simple yet powerful solution. Such was their 'PowerOLAP Success' that they expanded from 5 initial users to 20, to address the impressive growth of the company.

"We decided it was time to pull the plug on FRx," affirms Amy Farley Prophet, Manager of Financial Analysis. *"We were concerned that the cumbersome software would not be able to manage the future growth of our company."* Current and future growth was something to be concerned about for a growing company like Entercom.



Prophet had toiled about 80% of her time in data manipulation alone, which left a mere fraction of her workday for her true role—data analysis. Because Entercom owns and operates stations across the country, data accumulates and must be acted upon very quickly. *"My problem was that we had a great number of repositories for different data we analyze—ratings, market revenue share, pacing, rankers, etc. for each and every station,"* she notes. *"Data was housed in Excel spreadsheets in several places within our IT structure."* This data location disparity demanded immediate improvement.



Additionally, after creating ad hoc reports Prophet had to triple-check numbers to be confident of their accuracy. Accessing old Excel files or scouring retained hard copies of reports was a necessary evil to ensure that the data was precise.

No More Data Segregation! Relational and Non-Relational Data Live as One.

PowerOLAP has now paved the way to quicker access to data, with the power and flexibility that Entercom was seeking: *"Our PowerOLAP system is close to being 50% from a relational source (financial software) and 50% non-relational data (data we write into PowerOLAP),"* she says. *"We use the 'Property' groups extensively to keep track of each profit center's specifics, such as AM or FM, acquisition date, format, dates of format changes, target demographics, etc."*

As a publicly traded company, Entercom faces many reporting deadlines that can now be managed more effectively from quarter to quarter. *"Pro forma reporting and same-station data are no longer a headache to maintain. With PowerOLAP, it's a breeze. Instead of digging into Excel files, your data is right there and quickly accessible."*



Benefits derived from Entercom's PowerOLAP planning and budgeting solution:

The SPEED—
"The main issue was the amount of time it took to re-index our financial system database via FRx in order to print financial reports. Re-indexing could take a couple of hours!"

The Simplicity—
"I am not a database person—but once that starts clicking, it is so simple!"

Excel as a Front End—
"I would say I am a power-user in Excel. To be a power-user in Excel is a really great advantage to using PowerOLAP. To be a power-user in both—the two combined—is just amazing!"



Our customers speak for us

Entercom initially employed a 5-user PowerOLAP system, but quickly learned the software's capabilities and thus upgraded to 20 users. Several users attended PARIS Technologies' training course and their familiarity with the software solution expedited the implementation process at Entercom's offices.

Going Places With PowerOLAP Web Services!

PowerOLAP's local solution provider, Insyte Business Partners, LLC, an expert Accounting and MIS consulting group in the Delaware Valley, recognized that Entercom was already an 'Excel house'. The multidimensional capabilities of PowerOLAP provided this corporate entity with the ability to do dynamic budgeting, planning, forecasting, analysis, reporting and consolidation at the touch of a button.

Entercom's ongoing success with PowerOLAP has inspired plans to implement PowerOLAP at other areas of the corporation. Prophet remarks, "We will soon be rolling out PowerOLAP's Web Services to the field, which will eliminate emailing Excel files back and forth and the need to link all these files into a consolidating Excel file."

The true question is, Does the PowerOLAP budgeting, planning and reporting solution give Entercom an edge in the broadcasting industry? According to Prophet, it sure does! "We can now access our data much quicker. We are a much quicker company... We know where we've been and we know where we are going."



PowerOLAP is a trademark of PARIS Technologies, Inc.

To learn more about PowerOLAP or PARIS Technologies, Inc., please see www.paristech.com. All other trademarks are the properties of their respective owners.

For more information about Insyte Business Partners, LLC, see www.insytebusinesspartners.com



Some of Entercom's Favorite Features:

- Processing time drastically improved- Immediately!
- Multidimensional Consolidation
"Being able to have both relational and non-relational data in the same spreadsheet is phenomenal!"
- Improved Accuracy-
"In the past, when ad hoc analysis reports were needed, the numbers needed to be triple-checked."