

IO Interactive adapts faster to gaming market changes with Unit4 ERPx



Leading game developer drives agile and adaptive finance management

IO Interactive is a Danish video game developer based in Copenhagen, best known for creating and delivering exceptional games in the HITMAN series, as well as a global fan base.

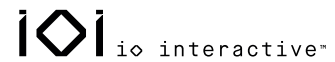
Beyond its native Denmark, IO Interactive has studios in Sweden, Spain, Turkey, and the United Kingdom.

IO Interactive is always looking to the future. The organization has been a long-term, satisfied Unit4 cloud customer, using the modern, flexible Enterprise Resource Planning (ERP) platform to manage critical business processes like finance, procurement, reporting, and forecasting. However, it was time to take the next step forward.

Ammara Ghulam, Chief Financial Officer at IO Interactive, explains, “Although Unit4 Cloud ERP was delivering business agility and timely financial insight, we wanted more. When Unit4 ERPx was demonstrated to us, we felt this freedom. It showed us that smart things don’t need to be complicated. With barely any customization, we could combine process automation with a great user experience. There were no issues with the migration at all.”

This next-generation multi-tenant SaaS ERP platform empowers IO Interactive to reduce the administrative burden of core financial processes like general ledger, procurement, and analytics. The unique design supports unlimited reconfiguration without rearchitecting. It’s adaptive, scalable, and allows IO Interactive to adjust to the rapid pace of change in the global gaming market.

“By automating everyday business processes with Unit4 ERP, our people can focus more time on what they do best: developing video games. The platform also helps finance become a trusted partner to the business,” says Ammara.



Industry

Internet Gaming

Location

Copenhagen, Denmark

Size

Almost 400 staff in five countries

Product

Unit4 Enterprise Resource Planning (ERPx)

Challenges

Migrate seamlessly from modern and adaptive Unit4 cloud financial management platform to ERPx for added agility, ease of use, and automation.



Key metrics



AGILE

Provides agility to stay in front of change



SPEEDY

Establishes new offices in just 3 days and streamlines and accelerates finance processes

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Agile, accurate, and automated finance

IO Interactive has standardized through the use of the ERPx platform and leverages its extensibility and financial capabilities to support its employees in their project-based way of working. This approach suits them best in the fast-paced industry in which they develop their software. All the processes for agile, accurate, and automated financial management are now available to everyone in a secure cloud environment. The timely, reliable, finance data is shared across the business to support fast, informed decision making — on everything from investor relationships and game development to engagement with publishers like Warner Bros, Sony, and Microsoft.

“We use the procurement module a lot. The reconciliations process is also extremely useful. It’s all very easy to understand —even new employees can be onboarded very quickly. The system feels like an extension of the way we think,” says Ammara.

She continues, “The ERPx migration was even smoother than the migration to Unit4 Cloud from on-premise. We knew what to test — and that the testing was our responsibility. There was no limit to what Unit4 could achieve. Nothing was too much trouble. The entire team worked as one. The Unit4 professional service team and our customer success manager were

continually proactive and focused on our business goals.”

Complete procurement control and compliance

Smart, automated procurement management is just one of the areas delivering process transformation. IO Interactive works with multiple external partners worldwide, such as freelance game developers, and the company has complete control and compliance across the end-to-end procurement process.

Ammara cites an example. “We work with suppliers to create video assets, issuing a purchase order at the outset of the project. Automated Unit4 workflow ensures that when the design assets (goods) are receipted and paid, they become IO Interactive’s intellectual property. We also have complete insight into which suppliers deliver the best value, so we can focus our spend very carefully.”

Another example of this forward-thinking finance management is segregation of duties. The ERP platform is configured so that no single person is responsible for every stage in a process, with processes broken down to reduce the risk of fraud and error. “This segregation of duties provides assurance that transactions are valid, accurately reported, and in compliance with our objectives,” says Ammara.

Unit4 is also delivering operational efficiency by automating and streamlining vital processes. Ammara again: “The ultimate advantage of Unit4 is that our people can work faster and smarter. Process automation means we can channel resources away from tedious, repetitive back-office tasks, towards creating exciting new games like HITMAN and Project 007. For example, we assume that we will significantly increase our number of employees in the next few years. However, I don’t anticipate needing to increase the size of our finance team.”

