

Doylo is able to manage a complex real estate development project, while optimising operational efficiencies across multiple business divisions

PLANNING FOR COMMUNITY EXPANSION

With Dynamics 365 Business Central and Solver, Doylo can manage their membership, facilities, and events as they continue to build their community and add to their real estate portfolio. The **Doyalson Wyee RSL** Club Limited trading as Doylo Lifestyle Group (Doylo) is a member-owned lifestyle club. Their 30,000 members have access to community facilities, social clubs, and sporting events operating under brands that include Doylo, Sporties, Active Fitness HQ, and Raw Challenge.

Located in New South Wales, Australia, Doylo is a community destination with multiple bars, restaurants, and entertainment and sporting venues. With the acquisition of 55 hectares of land, Doylo is expanding to add housing, childcare, medical care, and a wellness centre, as well as a quick service restaurant precinct.



INDUSTRY

Hospitality

ERP

Microsoft Dynamics 365
Business Central

“ The business is extremely happy and I am very confident with the implementation of Solver, Business Central, and with Professional Advantage. I identified the requirements necessary to grow and adapt with our developments and they responded effectively with innovative and flexible solutions. ”

– Jason Willis, CFO, Doylo Lifestyle Group

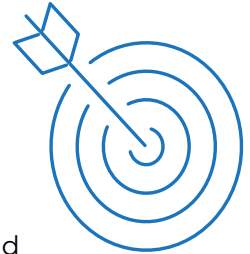
GETTING STARTED

The Doylo leadership team knew that they were going to spend significantly in real estate development costs to expand the footprint of their community facilities. With multiple entities, projects, and stakeholders to manage, CFO Jason Willis decided that they needed an accounting and financial reporting system that could handle a high level of complexity.



THE SOLUTION

“We were looking for an ERP solution that would allow us to continue on our growth trajectory and assist us in keeping track of major projects we have coming up. We also needed a reporting and budgeting system that would allow us to do all our detailed modelling on the different projects.” Says Jason Willis, CFO at Doylo Lifestyle Group.



The company had been using three systems, an accounting package, a reporting tool, and a separate budgeting system, all of which were on-premises deployments that had become outdated. The reporting system pulled data directly from the accounting system, causing performance issues. Reporting was slow, and it was difficult to make changes. The budgeting software was even more problematic.

Every budgeting report had to be exported and manipulated. Users would lose track of the correct version or make changes that impacted the formulas. When validation checks didn't catch changes, such as changes to hidden fields, managers had to do tedious detective work. The overall process was manual, time-consuming, and error-prone.

Modernising Finance

“Switching to Microsoft Dynamics 365 Business Central and adding Solver required a substantial financial investment, but it was absolutely necessary.” Says Jason Willis, CFO at Doylo Lifestyle Group. “I cannot imagine undertaking a project of this size and scope without having modern technology in place. When we looked at total cost of ownership and savings in labour cost, our technology investment was easily justified.”

THE RESULTS

Doylo had worked with Professional Advantage in the past and trusted their recommendations and competency as a technology adviser. After a detailed requirements gathering phase, Doylo ultimately chose to move to Business Central for accounting and operations. They were impressed by the solution's ease of use, affordability, and functionality. Plus, they could continue working with Professional Advantage.



With Business Central up and running, the team turned their attention to implementing Solver for financial reporting, budgeting, and forecasting. The biggest goal was to be confident in the accuracy of their reports. Solver enabled them to standardise templates that could be used year after year.

“We built all of our corporate and divisional KPIs into our reporting. We do not calculate any KPIs manually. All the data is linked from Solver, so there is no risk of error, and the board of directors has confidence in the numbers presented.” Says Jason Willis

Realising Results

Today, nothing is done manually. Every division in the group—gaming, food and beverage, brand and marketing, wellness and recreation, operations, and property development—automatically run their own trading statements. They can also run their own budgets and reports as often as they want, which are then produced monthly for the board of directors.

Timely, accurate financial reports make it possible for Doylo to adjust variables to improve profitability and customer experience. For example, dining and gaming staff scheduling is updated weekly, based on projected attendance. The Raw Challenge mud runs use dynamic budgeting based on the number of participants.

Budget approval previously took months of back-and-forth emails and meetings. Now division managers can collaborate in Solver directly, making notes with feedback or questions. When the company decided to switch the start date of their financial year, all the reports immediately lined up to the new reporting periods. Doylo also found bonus features in Solver, like the ability to create an investment capacity calculator that informs them of cash available and potential debt they could take on.

“ Professional Advantage was as detailed as we needed them to be, while keeping us focused on our larger vision. We trusted their guidance, and they worked seamlessly with Solver as one united team. ”

– Jason Willis, CFO, Doylo Lifestyle Group

