

Customer success story  
Paramount Services

Industry  
General Services

Location  
New Zealand

Greentree product suite  
Financials  
Inventory  
CRM  
HR  
Payroll  
Job Costing  
Workflow Designer  
eReporting  
eService  
WebView

Greentree business partner  
Verde

# PARAMOUNT SERVICES WIN NEW CONTRACTS

**CHALLENGE** Fast-growing Paramount Services needed a scalable system that wouldn't hold back growth. To be able to compete successfully in the market and win contracts, the company also needed a system with solid quality control processes in place.

**SOLUTION** Paramount Services implemented a flexible and scalable Greentree system that it could demonstrate to customers.

**RESULTS** Greentree is helping Paramount Services win contracts. Including the Greentree system in tender documents as one of the company's strengths, has become an important part of winning deals.

A Greentree system works as a quality stamp for Paramount Services when tendering for contracts, as well as facilitating growth for the fast-expanding business.

Paramount Services previously used CBA and upgraded to Greentree in 2006. While CBA was doing an OK job it didn't have all the functionality the growing company needed, says Paramount Services finance director Bill Wu.

The company went to market for a new supplier and chose Greentree after evaluating a number of systems. Verde demonstrated the system and Paramount Services was impressed by the broad range of modules it offered – in particular Workflow, which was a unique feature back then, says Bill. Verde handled the implementation of the system very well, says Bill. "Verde has very responsive staff," he says. "They get the work done."

"Greentree nearly sounded too good to be true in the beginning," he continues. "We were thinking, 'can it really do all that?', but it has delivered. Previously, we were struggling to get the information we needed. Now, it's all in one place where authorised staff can easily access what they need to move processes forward."

Part of Paramount Services' strategy is acquisition – it has bought four companies in less than four years and has doubled sales in that same time period.

"The Greentree system allows for aggressive growth without any problems," says Bill. "Another benefit is the flexibility of the system – it allows us to design it just the way we want it."

Verde helps with custom development to enable Paramount to get as much as possible out of the system – a service that Bill values highly.



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Bill Wu, Finance Director, Paramount Services



Greentree's eService portal has also worked well for Paramount. The online portal lets customers log in for real time access to information. They can also log support requests and monitor activities and transactions.

"We started offering clients web access last year and it has been a great success," says Bill. "Now our clients can see the benefits of the system for themselves."

But the biggest benefit by far is Greentree's contribution to winning large contracts. "We have just won a five-year national contract, worth \$10 million, partly thanks to Greentree," says Bill. "The customer was

really impressed with our Greentree system. They even came to visit us to see what our system can do and that impressed them."

Bill says for a service-based business it is vital to be able to show customers how the company manages the service it's offering and how it deals with complaints.

"We often put the Greentree system in our tender documents to show that we can handle the quality control side," he says. "By helping us win tenders, Greentree certainly gives us an edge over our competitors."

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Paramount Services is a leading New Zealand franchise company providing commercial cleaning and property maintenance services. The company has 200 staff and more than 130 cleaning franchise owners with a further 600 staff, serving about 1,000 clients nationwide. Paramount Services won the Westpac New Zealand Supreme Franchisor of the Year award in 2008 and the Snap Printing Business Services Franchisor of the Year award 2009/2010.

[www.paramountservices.co.nz](http://www.paramountservices.co.nz)



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