



LANCASTER BINGO HITS THE JACKPOT WITH ADVANCED PLANNING AND BUDGETING

Enabling the purchase of three new fire trucks in Wintersville, Ohio, some 42 defibrillators for schools in Geneva or helping to prevent the doors of a veteran's organization from shuttering are perhaps not the first things that come to mind when one thinks of a bingo game. But over its 30 years in business, that's exactly the types of charities The Lancaster Bingo Company has supported—in all, helping its customers raise more than \$400 million for their charitable causes and organizations. The Lancaster, Ohio-based distributor of bingo and charitable gaming is known for its top-notch supplies and its

“Any time you can get information sooner than your competitor, it puts you at an advantage. If we're seeing trends, we can adjust or create a new product to fill a void before our competitors are able to react.”

Aaron Noland, VP of Finance and Information Systems,
The Lancaster Bingo Company



“fundraising coaches,” who have decades of expertise in helping guide its 4,000 customers on the best ways to raise money for their causes. Whether players are wielding a leprechaun-themed bingo dauber and blotting numbers on a paper card, excitedly lifting tiny doors on a pull-tab card or playing on a new e-bingo device, Lancaster Bingo has amassed a reputation of quality and service that has players themselves asking for the products by name. It’s not by luck that the company is a leader in its space. It is the country’s leading supplier of pull-tab cards, with \$50 million in revenue annually.

Challenge

The proliferation of casinos has brought challenges to the charitable bingo supply business. In order to compete within that changing marketplace, Lancaster Bingo needed deep insight into data, specifically around sales, to optimize prices, make decisions on which products to stock, attract new customers and enable deeper, richer relationships with its longtime ones.

One area where the company saw growth potential was in its custom-designed games, which leveraged the skills of an experienced sales team to create bingo games uniquely designed to fit the needs of an organization’s charitable goals. The sooner Lancaster Bingo can gain insight into how a product was performing in the field, the sooner it can make the many decisions involved around either incentivizing sales teams to sell more of it or dialing down distribution efforts. But it had no

immediate, or even timely, visibility into how games were performing in the field. Sales reps would record information in non-standardized Excel templates and pass off to the accounting team to consolidate and rationalize. It was a time-consuming and inefficient process, which produced analysis and forecast insights often months after an initial sale. Lancaster Bingo wanted to see data on sales sooner, as well as be able to drill up, down and across the data to gain insights which would help them make timely business-driven decisions on products and customers.

Solution

As a longtime NetSuite customer (Lancaster Bingo uses NetSuite for financial, inventory and order management), the business foresaw a variety of benefits to be gained by implementing NetSuite Planning and Budgeting Cloud Service (NetSuite PBCS). The combination of robust and easy to use functionality accessible via a browser of choice or MS Office, plus the embedded integration with NetSuite ERP, allows Lancaster employees to more seamlessly view all of their NetSuite data through a familiar interface made the choice simple. Lancaster went live on NetSuite PBCS in November 2017 with users commenting the training was virtually effortless due to intuitive navigation built into the solution.

Looking across 4,000 customers and thousands of lines of product in disconnected Excel spreadsheets was unmanageable. But now, with NetSuite PBCS, Lancaster

Bingo is able to easily drill down not only at the customer level, but the product level by customers, as well as see cross-selling relationships between sales teams making it easy to identify trends in product demand.

NetSuite PBCS has taken a manual budgeting and forecasting process that once took months to days or even hours.

“Now we have that capability at our fingertips, whereas before we couldn’t pull that information,” Noland said.

Results

Noland sees NetSuite PBCS freeing up those on his finance and accounting team of four to do more business-differentiating tasks. He envisions sharing up-to-date data with sales managers and department heads, and allowing them to access all of it in one familiar and connected user interface through NetSuite.

“I see us being able to use people to do more analysis within the finance department, rather than report generation,” he said.

With real-time, easy access to data, Lancaster Bingo can set trends in the industry instead of reacting to them, and further aid its customers in achieving the goals of their charitable causes.



The Lancaster Bingo Company

Lancaster, Ohio

Wholesale Distribution

Challenges

- Competition from casinos challenging the local charitable bingo game.
- Need to fine-tune products, stock but no easy access to insight to see trends in sales.

Why NetSuite PBCS

- Robust functionality, integration with NetSuite replaces planning and budgeting in Excel, lends real-time insight that used to take several weeks to put together, in order to make business-driven decisions on product lines.

Results

- Access to real-time sales data helps fine-tune product decisions, lead market instead of reacting to it.
- Accounting team freed up to focus on creating greater efficiencies in business.