



Customer profile

GRA Limited



Key facts

Company	GRA Ltd
Industry	Leisure
Solution	Opera 3 in the cloud with Financials, Payroll & HR and Pegasus XRL

Meeting the challenge

GRA Limited operates four greyhound stadiums throughout the UK. Following the management's acquisition of the business in July 2013, GRA embarked upon a strategy focused on replacing their on-premise hardware and software with cloud-based systems for the 10 financial users across the business.

The drivers for this decision were three-fold: Firstly, its servers were becoming slow, and the cost of replacing them was prohibitive. Secondly, the team wanted to focus on driving the business forward safe in the knowledge that a third party was responsible for maintenance and upgrades of its business systems. And thirdly, the lower TCO and greater predictability of costs was attractive in managing growth.

Seeing results

Opera 3 in the cloud has helped GRA to improve profitability and boost competitiveness through enhanced cash flow, improved management information and efficiencies. Through using Opera 3 in the Cloud, GRA will benefit from reduced total cost of ownership (TCO), faster systems and greater scalability as the company expands its existing customer base.


"We operate in a highly competitive marketplace as we compete with a plethora of leisure providers such as restaurants, casinos, cinemas and football stadiums. In order to increase market share, we need robust systems which enable us to be proactive in all areas of our business, from sending out promotions to controlling our costs," comments GRA Director Mike Stapley. *"Opera 3 really is the backbone of our business as it offers the flexibility and integrity to enable us to do just that – and through deploying Opera 3 in the Cloud, we are set to derive additional benefits in terms of cost savings, responsiveness and scalability."*



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