



# Crouching Tiger, Hidden Assets

Howletts & Port Lympne Estates selects RAM after a recommendation by auditors to adopt a specialist solution

One of Britain's best loved visitor attractions, Howletts & Port Lympne Estates - the animal parks established by John Aspinall in 1966, has selected RAM's leading Fixed Asset Management Solution to manage its growing and increasingly diverse range of assets and inventory items.

The parks, perhaps best known for their hugely successful captive-breeding program of Western lowland Gorillas, are situated on two sites covering 500 acres of Kent park land.

The RAM system will be used to locate, capture, track, digitally record and account for all assets and inventory items, from simple hand-held radio's, gardening equipment, even a 'Horse Drawn Gypsy Caravan' and the recently built £1 million 'Palace of the Apes'.

"We were coming under increasing pressure from our auditors to change systems and accurately record all our assets," said Keith Single, financial controller at Howletts & Port Lympne. "RAM came highly recommended and, as a recognised specialist in this area, its advice during both the evaluation process and throughout the subsequent implementation has proved extremely valuable."

"The parks run on a high degree of self autonomy," added Single. "Heads of department and budget holders within the individual business units, such as Maintenance & Repair, Gardening and Retail needed a practical system that made it easier for them to identify exactly what items they managed."

"RAM was selected," concluded Single, "because it offered a truly scalable solution that would grow with us and because it presented such remarkable performance at very low cost."

One area that they are keen to develop within the RAM system is a comprehensive 'Arts Register'. The finance team will use it to build a catalogue of all works of art housed at Port Lympne. It will hold a unique record of all items on display in the house, together with a digital image of each piece.



"Being the only specialist solution recommended to Howletts and Port Lympne Estates reinforces our belief," said Mark Johnson, RAM's marketing manager, "that auditors and financial teams are looking for asset management solutions with a committed accounting focus."

"RAM offers both finance teams and individual budget holders a simple to use system that, through a single data source, removes the unnecessary duplication of effort involved in identifying, tracking, and accounting for assets, IT equipment, licenced software and inventory items across the most diverse business infrastructure."

Howletts and Port Lympne Foundation runs at a loss of over £2.5 million per year. As a charitable trust its resources are constantly at full stretch and it is reliant on generous donations from the public that go directly towards the cost of the animal's specialised

diets, on going veterinary care and the upkeep of their enclosures. Visit

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