



CASE STUDY

POWERTAX – AUSTAR

AUSTAR BENEFITS FROM POWERTAX PROVEN TECHNOLOGY AND BOOSTS LEVELS OF CALCULATION INTEGRITY AND TURNAROUND

Austar is committed to the highest standards of service, efficiency and operational risk management. To help the company to meet this commitment their chosen software solution would have to provide straight-through-processing; proportionate growth without adding resources and seamlessly integrate with existing applications, enabling the best approach to lifting information from data sources. "It was also important to us that our new software would support a more sophisticated and controlled approach to tax effect accounting and tax calculation by leveraging from standardised proven next-generation technologies", explained Sharon Grice, Austar Tax Accountant.

Why Austar selected PowerTax?

After seeking for the best solution in the market, PowerTax was the preferred solution following a switch from technology. Austar found in the tender process that the PowerTax functionality was more carefully thought through from a user perspective and designed to ensure a smooth user experience. "We decided to look at PowerTax in detail because we were impressed by Thomson Reuters' experience in the tax technology domain, and by their commitment to understanding our complex business requirements in detail", revealed Sharon.

Austar carried out an extensive review of the PowerTax software to make sure it would give flexibility, power and control across entities, and that it could be easily integrated to fit with their existing data sources. According to Sharon Grice, PowerTax differentiated itself from other tax technology solutions in the marketplace due to the multitude of efficiency focus functions within the software and the variety of software deployment methods available. "We were very impressed by Thomson Reuters' approach and PowerTax's level of automation".

How have Austar benefited from PowerTax?

Austar's selection of PowerTax reflects their confidence in the product. By moving to PowerTax the firm has been able to improve levels of calculation integrity and turnaround, and is better positioned to respond to market opportunities. "We have found PowerTax to be robust, flexible and scalable. It supports our needs now, and it will continue to do so into the future. PowerTax gives us access to proven and flexible technologies that enhance our operating capability; increase transparency; reduce risk; and allow us to optimise tax effect accounting calculation efficiency", testified Sharon.

Austar believes that these numerous improvements can only benefit their clients as the business continues to grow. "The high level of satisfaction with the services provided by the Thomson Reuters' PowerTax team, and their demonstrated commitment to client support has been a key factor in this".

About Austar

Austar United Communications Limited (AUSTAR) is a leading subscription television provider in Australia, offering primarily digital satellite services to customers in regional and rural areas. Austar also offers dial-up Internet and mobile telephone services. Established in 1995, Austar's television business is the company's core business. Since its establishment, Austar's television subscriber base has grown to 668,786 (at December 30, 2007), the largest subscription television operator in regional and rural Australia. Austar provides of subscription television services in a service area of approximately 2.4m homes, one-third of Australia's total homes, primarily using digital satellite technology.

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