



Crabtree & Evelyn selects Adra Match to take control of Account Reconciliation

International retailer automates account reconciliation to increase financial flexibility and improve efficiency

London, UK – Feb. 9, 2009 – [Adra Match](#), the leading supplier of automated financial account reconciliation software, today announced that Crabtree & Evelyn, an international retailer of natural health and beauty products, has chosen Adra Match to streamline its account reconciliation process.

In today's tough economy it is essential for organisations to take control of their cash management and financial accounts to increase financial control and reduce operational risk. Crabtree & Evelyn's finance department in the UK has the arduous task of maintaining the infrastructure to ensure profitability and growth in a cost-constrained environment, and required a strategic partner that could provide a solution to enable visibility and control at a reduced cost.

In many organisations, the responsibility of account reconciliation falls to the individual departments who frequently use their own manual method to reconcile their sub and general ledgers. Crabtree & Evelyn UK selected Adra Match Accounts to automate the reconciliation process, increase the speed of reconciliation completion, improve accuracy, speed up exception identification and provide financial control enhancements to the business. Crabtree & Evelyn's current manual-intensive account reconciliation process often took two weeks to reconcile accounts and with Adra Match Accounts, it could reduce the labor-intensive process from weeks to a matter of hours.

"Adra Match immediately grasped our requirements and has offered a breadth of capability and understanding of the process that is perfectly matched to our business needs," said David Ridley, Finance Director, Crabtree & Evelyn UK. "The Adra Match team worked as an extension of our business; providing support and guidance all the way through the set up and implementation process".

Adra Match Accounts controls the reconciliation process and provides real-time visibility into its progress. Designed to support the organisation's needs through flexible and configurable business rules and ease of use, Adra Match Accounts is scalable to millions of transactions per day, reducing costs, improving control and managing exposure to risk. Adra Match Accounts is used by 3,000 organisations across Europe, including leading brand names such as BMW, Ericsson, Jewsons and Ikea.

“We are extremely pleased that Crabtree & Evelyn UK has chosen Adra Match as its account reconciliation solution provider,” said Michael Coppack, Managing Director, Adra Match. “By deploying Adra Match Accounts, Crabtree & Evelyn UK will lower its administration and accounting expenses, and free up more time and resource to enable the accounts team to focus on more strategic and rewarding issues. Working with Crabtree & Evelyn UK is testament to Adra Match’s success in the retail market and will extend our footprint in this sector.”

About Adra Match

Established in 1989, Adra Match HQ is in Oslo, with subsidiaries in Stockholm, Copenhagen and London. Adra Match has 3000+ clients spanning a large number of verticals across the industry. Clients include Shell, GE Capital, The Body Shop, BMW, Capgemini, Jewsons and IKEA. Adra Match has significant competence with reconciliation process automation, standardisation and operational risk management. www.adramatch.com

About Crabtree & Evelyn

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