



case study
Ogilvy PR

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Andrew Kochar, CFO

Specialized ERP enables Ogilvy PR to work smarter

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Maconomy fulfilled all of Ogilvy PR's needs with its specialized PR solution.



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A special challenge requires a special solution

Ogilvy Public Relations Worldwide is one of the largest and most globally integrated PR firms in the world. To support its diverse and widespread workforce, Ogilvy PR needs a solution to be able to support multiple office locations and report numbers up to its parent company as well as down to its employees. Designed specifically for the PR industry, Maconomy's preconfigured ERP solution fulfills all of Ogilvy PR's needs and requires minimal customization.

Supporting growth and analyzing data

In 2000 Ogilvy PR selected Maconomy as its ERP software provider of choice. Today Ogilvy PR continues to grow while keeping operational costs low by using Maconomy. With plenty of business expertise within the PR industry, Maconomy helps Ogilvy PR streamline its financial processes, increase visibility across the organization and accurately track time spent on projects.

In September 2007 Ogilvy PR upgraded to Maconomy X+, utilizing the latest features of the Maconomy system: The Business Intelligence solution Maconomy AnalytiX and a new user interface.

With Maconomy, account managers and creatives can track their project costs and project status in real-time. The improvement in visibility helps agency managers better understand their profit and loss areas and make appropriate adjustments. Period-close now takes half the amount of time it used to take. Finance teams can report key figures to Ogilvy PR's parent company, Ogilvy & Mather, without large data exports.

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Ogilvy PR in Brief

Overview

Ogilvy PR is a leading global marketing communications firm with offices in more than 60 cities around the world. In its 27th year, Ogilvy PR provides strategic PR counsel to a variety of clients across its consumer marketing, corporate, healthcare, technology, public affairs, social marketing and entertainment practices.

The agency also offers biotechnology and government affairs expertise through its subsidiaries Feinstein Kean Healthcare and Ogilvy Government Relations. Ogilvy PR is part of the WPP Group, one of the world's largest communications services organizations.

For more information, visit
www.ogilvypr.com



Specialized PR solution makes the difference

Ogilvy PR enjoys using an ERP solution customized for the PR industry. "Maconomy comes out-of-the-box designed for the PR industry and that makes it so much easier to implement and use," Kochar explains. "With Maconomy AnalytiX we have pre-developed reports that are easy to run and customize to our specifications."

In a company like Ogilvy PR, the ability to accurately track project costs affects more than just the client cost of the individual project. If costs are allocated correctly, it helps business development teams quote future business more accurately. It also allows project/client managers to offer a better client experience because they can build a project plan based on similar projects. And finally, agency managers can accurately evaluate client engagements, employee performance and overall agency performance.

Latest mobile technologies capture time

In early 2009 Ogilvy PR went live on Maconominder, a pop-up time sheet reminder that will help Ogilvy PR track time even more accurately. They will also go live on Mobile SpeedSheet for PDAs.

"One of the biggest challenges we have is tracking all the costs and hours that go along with each project as fast as possible. By giving our end users easy tools like Mobile SpeedSheet and Maconominder we can track individual project costs more accurately and give the Finance Teams access to real-time forecasts," says Kochar.

"We have designed the Maconomy PR Consulting Solution specifically to give PR firms the information they need. This means they can maximize profitability through finance management, job costing, project management, business intelligence, and resource planning, all in a single integrated solution.

Organizations like Ogilvy PR understand that value and we are excited to enable them to be more profitable and continue their growth," adds Steen Andersen, President, Maconomy US.

Ogilvy PR is confident about the future

Kochar is confident that his company has selected the right ERP provider. "With Maconomy and their outstanding team we look forward to many more years of continued growth with a software partner that understands our business and is always ready to help," concludes Kochar.

Creating Value for Ogilvy PR

Success Criteria

- Improve visibility and reporting across the organization
- Accurately track time and costs on projects
- Cut the time spent on period closings in half

Maconomy Solution

Projects and Finance:

Maconomy PR Consulting Solution

Business Intelligence:

Maconomy AnalytiX

Flexible Time Registration:

Maconomy Mobile SpeedSheet

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organic business solutions

Maconomy is a global provider of industry-specific business solutions for Professional Services Organizations. We create a natural relationship between people and processes in professional services organizations and provide the basis for overview, follow-up and decision-making in a way which ensures human as well as financial gain.

Our clients include Semcon, ErgoGroup, Devoteam, Deltares, Millward Brown and agencies within all of the big four global networks Interpublic Group, Omnicom Group, Publicis Groupe and WPP.

Maconomy A/S was founded in 1989 and the corporate headquarters is located in Copenhagen, Denmark. We service and support more than 600 clients in over 50 countries through our offices across Europe and in the U.S., and through an extensive partner network. Today more than 100,000 users worldwide use business solutions from Maconomy.

For more information, please visit

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