



case study



Grant Thornton

Grant Thornton Sweden developed and decentralized their business control with Maconomy

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Marianne Blixt, CFO, Grant Thornton Sweden

Due to rapid growth in recent years combined with an internal change and development process, Grant Thornton Sweden decided to look at how their existing business solution could support their processes and provide a better basis for decision-making at all levels in the company.

Together with existing ERP vendor, Maconomy, Grant Thornton Sweden decided to customize their business system to an advanced finance management model and at the same time decentralize the use of the system. This way, Partners and Managers across the organization could get a better overview of and insight into business critical information.

Grant Thornton Sweden is one of Sweden's leading accounting and consulting firms providing assurance, tax and specialist advice to businesses and their owners.

In recent years, they have experienced a rapid growth in both revenue and the number of employees.

They have also expanded their service portfolio and today, Grant Thornton Sweden has a whole different set of requirements for system support than in 1999, when Maconomy was first implemented.

“Along the way, our needs changed to a point where we decided to review our entire business,” says Marianne Blixt, CFO, Grant Thornton Sweden.

Decentralized follow-up in an increasingly complex business

As a result of Grant Thornton Sweden's rapid growth and development, new requirements have emerged for measuring results and being able to monitor and follow up on the various service lines. The business has become more complex and it is harder to maintain an overview.

To handle this challenge, Grant Thornton Sweden has extended their finance management model to include more dimensions. In addition to reporting result per department, emphasis is now on monitoring development within each element of the business.

About Grant Thornton Sweden

Overview

Grant Thornton Sweden is one of Sweden's fastest growing audit and consulting firms among the main players in the industry. The firm employs approx. 830 people in 25 offices who advise businesses and their owners in financial matters.

Grant Thornton Sweden is a member of one of the world-leading international networks of independent audit and consulting firms, Grant Thornton International Ltd, with member firms all over the world. On a global basis the member firms employ 30,000 people in more than 100 countries.

For more information, please visit:
www.grantthornton.se

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Marianne Blixt, CFO, Grant Thornton Sweden

Now it is easier for Partners and Managers of to follow up on the various service lines or specific engagements, and they are able to analyze what is profitable and what is not.

“It is a much more flexible approach as Partners and Managers can drill down into the results and analyze the business from different perspectives. The analyzes gives a lot of information which wasn't previously accessible.”

“Now we can see where we make money. When expanding our service portfolio, it is especially important that we are able to analyze engagement and client profitability,” says Marianne Blixt, CFO, Grant Thornton Sweden.

Grant Thornton Sweden has also improved follow-up on projects and this gives a better overview of the resources used in the various service lines.

“It is important for us to know that resources and competences are being fully utilized. If an over-qualified employee carries out simple tasks it will either be very expensive for the client or we will lose money on the engagement in question,” says Marianne Blixt.

Maconomy's Business Intelligence tool AnalytiX distributes reports to all users – dependent on their specific needs.

The role-based solution enables the employee to analyze his/her own billing rate, and Partners and Managers can analyze engagement and client profitability.

Maconomy believes that Grant Thornton Sweden has managed to get the most out of their ERP business solution.

“Many professional services organizations do still not know how to get the most out of their resources within the various departments of their organization,” says Stefan Grahn, Country Manager, Maconomy Sweden.

“Grant Thornton Sweden is an example of a company which has addressed this challenge and we think everybody would agree that we have been successful in helping them,” he says.

Better basis for decision-making and analysis

Grant Thornton Sweden's Partners and Managers will soon be able to follow up on clients as well as engagements and other services. In connection with the implementation of Maconomy's CRM module, Grant Thornton Sweden will also be updating their client database with business information purchased from public databases.

This will enable them to analyze the client's industry as well as company size and range of services to find out what types of services a specific industry demands. Grant Thornton Sweden will also be able to analyze which services should be offered to a specific client.

“For instance, we have experts on tax issues within the real estate industry. When important changes are made to the tax law applying to that industry, we will be able to analyze our client database and effectively help the clients who could benefit the most from our services,” says Marianne Blixt.

“The system supports our processes and this helps us reach our business goals,” she continues.

Usability is key

To Grant Thornton Sweden, usability is more important than to most companies.

“Usability is particularly important to us because many of our people do not use the ERP system on a daily basis,” says Marianne Blixt.

“It is important that the ERP system is easy to use and gives everybody the support they need, without any hassle. Maconomy's solution is user-friendly and has a great portal user interface, which means that each person gets his/her own view dependent on their role and tasks. This has really made it easier for our non-frequent users,” says Marianne Blixt.



“Our industry changes a lot and the system must be able to keep up with the change in demands

Marianne Blixt, CFO, Grant Thornton Sweden

Customized to the needs of the industry

Maconomy meets the needs of professional services organizations with specific industry solutions.

“We have a solution made especially for firms like Grant Thornton Sweden. Our solution has industry specific functionality and therefore requires less customisation than other systems on the market,” says Stefan Grahn, Country Manager, Maconomy Sweden.

For Grant Thornton Sweden this meant that Maconomy was developed for their industry right from the start and that the solution meets all of Grant Thornton Sweden's requirements as well as being flexible and future-proof.

“Our industry changes a lot and our ERP solution must be able to keep up with the change in demands,” Marianne Blixt explains.

One example of how the accounting industry has developed is the changes in audit requirements. This shift in the market means that Grant Thornton Sweden also needs to find new ways to package their service offerings.

“Our industry solutions and explicit standard philosophy allow us to continuously modify our solution offering to keep up with the development in the industry of our customers,” says Stefan Grahn.

“This gives us a head start over those vendors delivering systems designed to fit all. They probably live on the fact that their customers don't know that solutions specifically designed for their industry exist,” he says.

New opportunities arise

“Maconomy's ERP solution is very valuable to Grant Thornton Sweden and it speaks volumes about Maconomy that after ten years of cooperation and comprehensive changes in our organization, we still think they have the best solution for us,” says Marianne Blixt.

The system offers many opportunities and in Grant Thornton Sweden they believe that they are only using part of the solution's potential.

“Maconomy's ERP solution offers many more opportunities which we are still not taking advantage of. For instance, we are planning on adding more modules such as the CRM module and, in a near future, People Planner for resource planning.”

“Now, when we have deployed web based time registration and billing I am convinced that people in our firm will appreciate Maconomy even more,” concludes Marianne Blixt.

organic business solutions

Maconomy is a global provider of ERP business solutions for Professional Services organizations. The fully integrated solution incorporates financial management, project management, time registration, resource planning, CRM, HR and business intelligence for profitable results.

As a recommended provider to Professional Services organizations worldwide, Maconomy has focused exclusively on this sector for more than 20 years. This has given Maconomy unique insight into the best-practice processes of these organizations.

Maconomy has created proven results for a wide range of international clients, including TNS, Devoteam, Semcon, ErgoGroup, Deltares and Rambøll, as well as all of the three biggest global marketing communications networks and four of the Big Five global accounting firms.

Maconomy is listed on NASDAQ OMX Copenhagen with headquarters in Copenhagen, Denmark. We have offices across Northern Europe and in the U.S. as well as an extensive network of business partners, enabling us to service and support around 600 clients in more than 50 countries worldwide.

For more information, please visit

www.maconomy-usa.com



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