



case study



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**Chris Cater, Financial Director, Profero UK**



# five systems in one

## Challenge

Historically, Profero had been using two separate basic business management solutions, which were implemented about three years after the company's launch to support its business processes. As the business grew, it was clear the disparate systems were becoming ineffective and creating a lack of continuity within the organisation.

Chris Cater, Financial Director of Profero UK, explains: "Our original business management software was designed for a relatively small company of under fifty people. But as the company grew, it soon became clear that we needed a far more comprehensive system that could scale with us and help us meet our strategic organisational goals."

In 2009 Profero decided to change the structure of the company and group its five separate limited businesses under one brand. To achieve this successfully it needed a business management system that would enable it to support work planning and capacity control and keep pace with changing business requirements in the future. Critical daily activities such as client reporting also needed to be integrated with the finance department and the project management software to enable complete visibility into resources across the entire organisation.

## Solution

After a thorough selection and evaluation process, Profero selected Maconomy's integrated professional services solution including Maconomy People Planner to optimise work planning and Maconomy Analytix for business intelligence on the company's financial health. The decision to deploy Maconomy was primarily based on Maconomy's strong proven track record in the marcomms sector and ability to deliver tangible business benefits.

Once the decision was made to implement Maconomy's comprehensive end-to-end ERP solution, the board was quick to support the programme and to push ahead as swiftly as possible.

## Profero in brief

### Overview

Profero is a leading digital marketing agency based in the UK. Working with blue-chip brands such as Universal, Channel 4 and Getty Images it boasts a £15 million revenue per year.

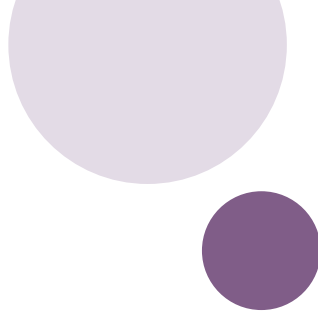
As a marcom agency it is naturally a project-based organisation, tackling more than 500 projects per year as well as servicing around 40 clients.

### Clients

Profero's clients include FedEx, Mini, Johnson & Johnson, Western Union, COI, Lufthansa, Astra Zeneca and others.

### Website

[www.profero.com](http://www.profero.com)



“The board gave us a very short timeline for implementation,” said Cater. “They wanted the system up and running as soon as possible so implementation started the following month.”

Profero implemented the Maconomy software in record time, backed by the commitment of both parties to hit the tight deadline. Following board approval in May 2009, Profero carried out a soft launch within the finance department on 15 October 2009, followed by a company-wide roll-out on 1 January 2010.

According to Cater: “Turnaround to completion was around five months, which was extremely fast. It took a lot of work from both parties, but Maconomy was very committed to making it happen. We had the full backing of the board, who understood that changing our business structure required proper support from a robust software solution.”

## Results

The Maconomy software has enabled Profero to distribute information across the business much more effectively. Rather than different departments using separate systems as was the case in the past, now, anyone within the business can have access to vital financial and project data, in real-time.

“Projects account for 70-80 per cent of our business,” said Cater. “The Maconomy software aligns our internal systems with how we run our organisation, from job-bagging, project control and project reporting. Crucially, Maconomy enabled Profero to continue to run its five business units independently, while producing consolidated data across the whole organisation.”

Cater continued: “We are now implementing Maconomy in our New York office, which will allow us to run the accounts through the UK office. The system will be managed locally but there will still be complete visibility through the one system. In total, we have about 15 offices worldwide, with four main hub offices. Our long-term strategy is to implement Maconomy globally in our key hub offices.”

## Creating value for Profero

### Success Criteria

- Consolidate five independent business units in one solution
- Align solution with actual project management processes of the organisation
- Ensure long-term solution scalability for global roll-out

### Solution

Maconomy ERP Solution  
Maconomy Analytix  
Maconomy People Planner

## organic business solutions

Maconomy is a global provider of ERP business solutions for Professional Services organisations. 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 organisations 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 organisations. 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

**[maconomy.co.uk](http://maconomy.co.uk)**



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