

envision

Case study envision



Inside envision

envision is a successful ad agency in Århus, a pretty port city in northern Denmark. They have 115 employees and have carved out a lucrative niche for themselves by keeping a focus on the retail and food industry. Among their clients are some of Denmark's most successful retailers, such as Føtex, a supermarket chain, and Urtekram, the country's largest and oldest supplier of various organic foods, cleaning and personal care products.

Anni Sørensen is Financial Director at envision and has worked at the company since 1988. Soon after being hired she purchased Maconomy's financial solution and has remained a Maconomy customer since. "One of the main reasons I stayed with Maconomy is it is completely integrated," says Anni. "I have looked at other 'bureau systems', solutions that are designed by people from the industry. But they lack the level of integration of Maconomy."

envision headquarters in Århus, Denmark

Consultants help move use of Maconomy to a more strategic level

envision wants to push their use of Maconomy to a more strategic level and so they recently purchased the Maconomy Agency solution (MAS). Anni stresses that a critical success factor for the implementation of MAS lies with Maconomy consultants.

"The consultants know our business. If they weren't with us during the implementation of new modules, we would be in trouble! It is a pleasure for us to have a business partner such as Maconomy that really understands our business. They know our branch well; they know precisely what we need and, during the implementation process, unexpected changes are handled well. The consultants are gold for us."



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From a financial solution to a true business solution

envision currently uses modules such as Debit, Credit, Analytical tools, Maconomy Portal, Maconomy Reports and, along with MAS, they will start to use CRM. The Finance department uses the Maconomy client, while the rest of the agency uses the Maconomy Portal, mainly for time registration.

"Time registration with Maconomy is extremely easy," says Anni. The time sheets are fast and easy to fill out, which is important, because creative people don't like structure!"

Anni hopes that with the MAS solution, they can move their Maconomy system from a straight-forward, but efficient financial solution, to a business solution that truly supports optimised processes throughout the firm. envision wants more effective control over projects, clients, sales and their general economy. They will use the CRM solution to establish more effective pipelines and better organise their contacts. "I think we are already well on our way to moving our use of Maconomy to a higher level," says Anni. "The time where customers will pay no matter what the results, is over. We need more structure and efficiency in our firm and I truly believe that we can actually earn more revenue if we introduce these elements throughout our processes."

About envision

envision was established in 1988. Today they have 115 employees with offices in Århus and Copenhagen. envision is a full-service ad agency with a focus on communication strategy, consumer insight and creativity.

www.envision.dk

Anni Sørensen, below, has been Financial Director at envision since 1988



About Maconomy

Maconomy is a global provider of industry-specific business solutions for professional services companies such as engineering consulting firms, marketing communications organizations, as well as tax firms, law firms and research institutes.

Maconomy business solutions enable customers to optimise project planning and management, fully utilise their resources, manage costs and drive profitable behaviour throughout their organisation. With our solutions and consulting services, we aim to help customers to establish a continuous cycle of improvement to ensure the health, and wealth, of their business.

Customers include Deloitte, Institute of Marine Research, KPMG Switzerland, Millward Brown, DHI Water & Environment, Atkins Danmark, PricewaterhouseCoopers, Rambøll, Research International, Technia, WM-data – a LogicaCMG company, and agencies within all of the global networks, such as Interpublic, Omnicom Group, Publicis Groupe and WPP.

Maconomy A/S was founded in 1989 and corporate headquarters are located in Copenhagen, Denmark. Maconomy services and supports more than 600 customers in over 50 countries through our offices in the U.S. and across Europe, and through an extensive partner network. Today, more than 90,000 users worldwide use business solutions from Maconomy.

For more information, please visit www.maconomy.com