



case study



Better integration means better business

Having outgrown its fragmented workflows, the UK-based agency The Red Brick Road decided to look for a new business solution to support its future growth. They found the perfect fit in an integrated solution exclusively designed for agencies.



“Since the introduction of Maconomy we have reduced the amount of un-billed costs by at least 20 percent”

Mez Corfield, Financial Controller, The Red Brick Road

Creative at heart

The Red Brick Road prides itself on its creative integrity. But to ensure the team can focus on this aspect of their job, it is vital that all back-end processes work as efficiently as possible. Also, minimal time must be spent on manual and administrative tasks.

The agency has grown fast and now employs more than 70 people. With such rapid expansion, it quickly outgrew its original Sage accounting package. A more sophisticated business planning system was needed to support the agency's continued growth.

New solution needed

The Red Brick Road's management team started looking for an integrated solution that would streamline internal processes, drive down costs and improve overall business performance while providing greater structure, efficiency and control across its operations.

When Mez Corfield was appointed as Financial Controller she was quick to recommend the Maconomy Agency Solution.

“I had used Maconomy at my last agency so I was familiar with the system. We looked at a number of ERP suppliers but Maconomy's rich functionality is clearly designed to meet the requirements of advertising agencies and was best suited to our needs.”

“For example, it is the only solution to offer an artist's payment system which was a big attraction to us.”

“Overall, we felt Maconomy offered the best value for money, and Maconomy's proven track record in our market and impressive list of clients made the decision an easy one,” explains Mez Corfield.

Maconomy's agency expertise

Maconomy has designed business solutions for Marcom agencies since 1989. The Maconomy Agency Solution incorporates task and resource management, financial control and automated role-based workflows.

The solution also features a fully integrated set of financial ledgers and job management functionality. This provides users with immediate access to essential budget and business information.

The Red Brick Road in brief

Overview

The advertising agency The Red Brick Road was launched in March 2006 by six founding partners, including industry veteran Sir Frank Lowe.

The London-based firm has seen tremendous growth, securing a prestigious client portfolio that includes the likes of Tesco, BSkyB, Heineken, Olympus and Gala Coral.

Website

www.theredbrickroad.co.uk



Unique payment system

The artist's payment system within Maconomy is a specialised requirement relevant to UK-based advertising agencies. The system automatically deducts the employee's NIC from the artist's payment and adds the employer's NIC to the relevant production job. Previously, this time-consuming process had to be done manually.

Quick and efficient implementation

"Maconomy's experienced consultants really understood the needs of our business. We had a small experienced team of people dedicated to the rollout, which meant we were actually able to go live a few weeks ahead of schedule and 25 percent under budget – a very rare occurrence in our line of business!" says Mez Corfield.

Immediate benefits from new system

With Maconomy in place, activities such as time sheets can be filled out quickly and easily. Employees can log on remotely to complete time sheets. Reminders can be sent to staff and their managers if they are overdue. The Red Brick Road now uses monthly time sheet reports to measure the profit on each client.

The Red Brick Road's financial team can use the system to view and drill down into revenue and profit in total, by business unit, client brand, product, or job in real-time. The executives can get an overall view of the business health or drill down into real-time financial data for a better understanding of costs and revenues.

Integration is key

"The attraction of an integrated solution like Maconomy is that all our client and job data are maintained in one place. This minimises redundant information and the risk of errors."

"Our old system had problems with the detailed job costing system integrating with our financial system. It required a tedious, time-consuming process of checking the integrity of both systems on a monthly basis," says Mez Corfield.

With Maconomy, relevant and detailed information can be accessed at the click of a button. Having all processes managed by one system has enabled The Red Brick Road to reduce their costs substantially in some areas.

The results speak for themselves

"Since the introduction of Maconomy we have reduced the amount of unbilled costs by at least 20 percent. The Accounts Payable function has been streamlined to make it much easier to manage the workload of a growing agency," says Mez Corfield.

The agency has saved approximately £15,000 in staffing costs and around 15 percent of the finance assistant's time.

"Before Maconomy we had a system that didn't really do the job for us and made everything a bit of a struggle. Now we have a system that works really well and our day-to-day jobs have become much easier. As a result, we've been able to improve effectiveness and the overall performance of the business," Mez Corfield concludes.

Creating value for The Red Brick Road

Success Criteria

- Streamline internal processes to ensure that all back-end processes work as efficiently as possible
- Be able to gauge the overall health of the business and drill down into detailed real-time job data

Maconomy Solution

Jobs/Finance:

Maconomy Agency Solution

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Mez Corfield, Financial Controller, The Red Brick Road

organic business solutions

Maconomy is a global provider of industry-specific business solutions for Professional Services Organisations. We create a natural relationship between people and processes in professional services organisations 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 120,000 users worldwide use business solutions from Maconomy.

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