



case study



Operational efficiencies drive profitability

For Millward Brown, Maconomy consolidated 30 disparate solutions for administrative tasks such as accounting and project management into a single system — one server, one database — to support its expanding global organization.



Systems that drive profitability

Millward Brown's research methodologies and high quality service are keys to its success. Not to be overlooked, however, is how Millward Brown runs its business. The company has put in place rock-solid policies, procedures and technology to effect operational efficiencies that drive profitability.

Chief Financial Officer (CFO) Mike Gettle explains, "We pride ourselves on our leading research capabilities and consistent execution. But at the end of the day, we can provide the best offerings in the world, but if we didn't have the internal systems to properly support the staff, the business would suffer. The secret to our financial success lies in arming a widely dispersed set of decision makers with highly focused financial information to ensure decisions are based on strong fundamentals."

Maconomy at the core

At the core of its business management system, Millward Brown leverages Maconomy's enterprise resource planning (ERP) software solution designed for marketing communications agencies.

For Millward Brown, Maconomy consolidated some 30 disparate solutions for administrative tasks such as accounting and project management into a single system — one server, one database — to support its expanding global organization. This simple, global platform provides transparency across the enterprise, while allowing local business units to run their businesses in accordance with local practices.

Today, more than 7,100 employees in 50 countries log on to Maconomy to enter billable time, job estimates and costs for thousands of projects of varying length and scope.

"We felt that Maconomy was truly designed for the specific needs of the global professional services organization. Maconomy's software fits our business needs and provides a global platform for our company, one that allows us to track profitability on a project-by-project basis," said Gettle.

Hot on the acquisition trail

In today's fast-paced marketing services industry, organic growth is vital, but oftentimes it is best supplemented by acquisition.

Over the past five years, Millward Brown has acquired more than 20 companies to bolster its business and meet client requirements.



Millward Brown in Brief

Overview

Millward Brown Group is one of the top marketing research and brand consulting firms in the world.

Ownership

Millward Brown is part of The Kantar Group, the information and consultancy arm of WPP Group plc.

Size and Locations

Millward Brown works with 70 percent of the top 100 global brands from its 75 offices in 50 countries around the world. Today Maconomy supports over 7,000 Millward Brown users.

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Mike Gettle, CFO

Millward Brown’s ability to implement Maconomy easily within newly acquired companies is considered a strong advantage. In addition, the firm extends the use of Maconomy to better support human resource management needs.

“More equally promoting financial and HR data helps to drive our success,” says Gettle. “By making non-sensitive HR and financial data more transparent and readily available throughout the organization, we strike a balance between keeping staff engaged in work they enjoy and managing profitability.”

Maconomy’s unique architecture, which allows Millward Brown to run its business on a single server/ single database and consolidate business critical information online and in real time, is of key importance.

“With Maconomy we have a common platform that solves the information needs of our professional services organization. Being able to have financial control lowers our overall risk,” said Gettle.

Maconomy develops ERP with end users

In connection with the release of the latest version of Maconomy, Millward Brown has been involved in an end-to-end process of the design and implementation of certain key aspects of new functionality.

From initial requirements gathering workshops with Maconomy through to design document review and prerelease demonstrations, this engagement grew. In final preparation for the release Maconomy requested that Millward Brown be part of its new Limited Availability program to even further influence product development and come up with suggestions for the ‘final touch’ improvements that would form the General Availability release.

“During the Limited Availability period Maconomy has been very responsive in bringing our feedback into the product. We have concentrated on providing constructive feedback and requests for enhancement to the new functionality,” says Gayle Giovanazzi.

“The new functionality in X1 will really streamline our (invoicing and job closure) processes, which is great! I can’t wait to see the fruits of our joint efforts.”

Creating value for Millward Brown

Success Criteria

- Fully integrated single-database solution that is multicompany, multicurrency and multilingual in all modules
- Fully Web-enabled user interface
- Ability to set key standards globally while still allowing offices to run their business according to local practices

Maconomy Solution

Projects/Finance:
Maconomy Agency solution



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 in the US include Millward Brown, Cohn & Wolfe, Ogilvy PR, Opera Solutions and RES PUBLICA Consulting Group Inc. International clients include Semcon, ErgoGroup, Devoteam, Deltares 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

maconomy-usa.com



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