

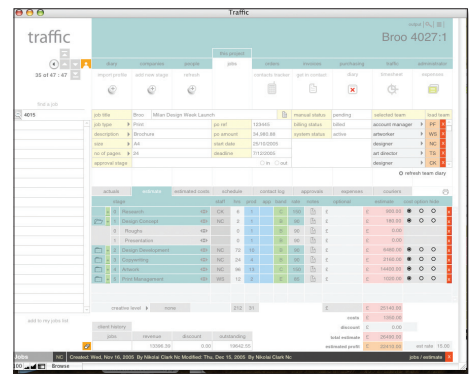
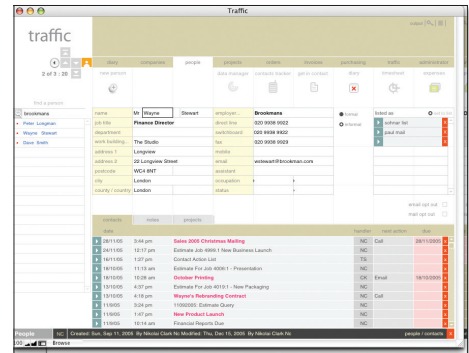
The essential tool for creative businesses

Traffic is an award winning, purpose-built management system, specifically created for the design industry.

Traffic handles every aspect of your business from initial sales contact through to invoicing, and also controls every process in the studio - from project management through to recording time and expenses on all jobs.

Traffic provides instant access to information, removes the burden of tedious management tasks, increases efficiency, and enables you to effortlessly and accurately monitor productivity and profitability.

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MacUser

TrafficT9



Price £8813 (£7500 ex VAT) for server and five users, £588 (£500 ex VAT) per additional user
Contact Sohnar 020 8741 3981 + sohnar.com
Needs FileMaker Pro 8 and File Maker Server 8
Pros Cross platform + Powerful + Customised
Cons Expensive for the smallest companies

from the Diary, employees can see the work allocated to them, maintain their time sheets, create emails, log phone calls, view the project's progress and much more.

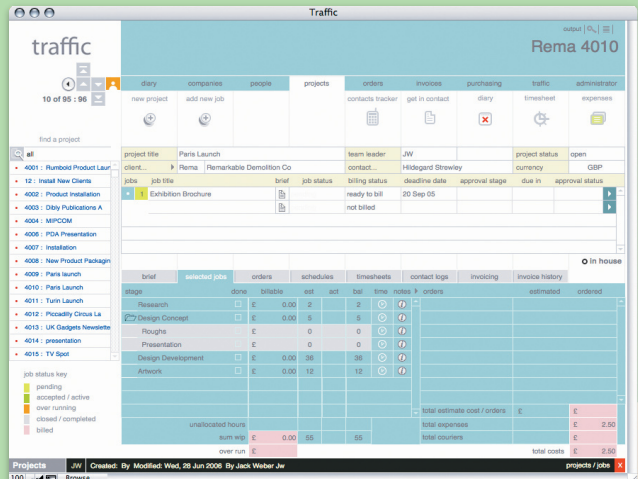
Managers may spend more time looking at an overview of current jobs, or tracking projected profitability. Extensive reporting is provided.

TrafficT9 provides an integrated environment that handles everything from prospective sales to analysing staff productivity. The whole thing was designed specifically for creative companies, especially the busy ones. It could be used by just one or two people, but really needs five or more to flex its muscles properly. Traffic runs on a network using FileMaker and FileMaker Server.

At its heart are the same clients, projects and charges as in other applications, but the granularity is finer. Projects break down into Jobs, and Companies are made up of People. A diary holds it together to track and schedule everything. All this is built-in, not based on external applications. Starting

Since many jobs follow a familiar pattern, you can create project templates that assign standard times and costs to different elements. It's then easy to produce estimates, and Traffic can even adjust them according to a sliding scale of size. Once the project is underway, Traffic provides a timeline of its stages. When you're ready to invoice, you can use either the quoted, actual or rate-card figure.

At £7500 ex VAT, Traffic may be expensive, but for that you get a server application and five clients. Anyway, this is not a standard shrinkwrap product. Before installation, Sohnar will collect data from you and produce a customised version of Traffic



▲ Traffic uses a tabbed layout to let you switch between the main modules.

that fits your operation. Three days of training is also included.

Other applications may be more appropriate for individuals or the smallest of companies, but for many creative businesses Traffic is a cost-effective solution. It has a tight focus on the needs of creatives and understands how their world works. Also, Traffic is a UK product so localisation isn't an issue and you won't come up against unfamiliar assumptions. As such, it's too large for most small or single-user outfits, so we're reviewing it here with larger agencies in mind.