

Case study, Datchet – UK



“Billings are up, efficiency is improved and both staff and management are pleased; don’t take it away!”

Sue Armstrong – Zone Design

Overview

Zone Design is a full-service design and marketing agency offering a special expertise in creative solutions in the print marketing arena.

Established in 2005 by merging two predecessor organisations, Zone Design & Marketing Ltd has already built a successful track record with high profile clients.

Zone Design’s client list covers a wide variety of business sectors, including consumer cleaning brands, FMCG, pharmaceutical, finance, luxury brands, wholesale, retail, aviation, leisure and construction.

Location

Datchet, Windsor - UK

Staff

Nine

Clients include

JohnsonDiversey, L’Oreal, Bayer PLC, Black & Decker, Polo Ralph Lauren, Armani, Dove

Results from traffic

Traffic has really created a mindset change in our company. Staff appreciate having access to so much more information about all of our projects; they are much more aware of the agency’s workflow and that knowledge drives more effective time management.

Invoicing is so simple. Traffic collects all of the relevant information and creates a much more complete invoice than we could have produced before. The templates for invoices, estimates and other documents are easily customized for our agency and result in a very professional presentation.

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Why traffic?

Before Traffic, we used a home-grown Access database to keep track of projects. It was really my system and if I wasn't available, no one else could input data correctly or get out the information that they needed; we just weren't working efficiently this way.

We approached one software company for a quote on a complete system and discovered that they would need to build the solution. We weren't prepared to spend the time and money to invent something new and live through the shakedown period.

When we went back to the marketplace, we found Sohнар. We discovered that Traffic, their comprehensive software management program, was specifically designed for creative agencies and it offered every feature we needed, ready-made. Plus, Traffic is a cross platform product which fits very well in our office environment.

The bottom line

Traffic has been a huge help in capturing costs that we would have missed before. We immediately began to see a difference in our billings and our bottom line has grown as a direct result of the way Traffic pulls project and billing information together.

We maintain a separate accounting system and find that Traffic data gives us the ability to compare information in the two systems as an accuracy check.

Day to Day

Our staff are really happy with Traffic. Most of our designers are young and very comfortable working in the system; they would rather use Traffic for timesheets than pen and paper. Traffic is also great at producing an immediate and very accurate estimate for a job. We know that if a job starts in Traffic, we will have better information and control throughout the project.

Nowadays, if I stop a person in the hall and mention a new client request, they say, "Put it in Traffic!" Everyone appreciates that Traffic keeps track of and organises everyone's work.

The future

We are looking forward to bringing up the sales support function in Traffic. In addition to Traffic's ability to integrate with our current client contact database, there are a number of very helpful sales tools and features that will boost our productivity. Plus, as we grow, Traffic will be a primary tool to keep everyone working collaboratively.

Thanks to

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