

Case study, London - UK

STUART ANDERSON – 85four

“For the first time, everyone knows the status of every job.”



Overview

85four is a corporate design agency offering cross-media consultancy, design, production and management services. 85four's creative energy combined with their extensive knowledge of the business world results in world class strategies for their clients.

A wholly owned subsidiary of Financial Dynamics (FD), 85four specialises in brand and reputation, corporate reporting, employee and marketing communications. 85four asks the right questions, gets the right answers then transforms the information into compelling communications products.

Location

London - UK

Staff

Twenty

Clients include

British Energy, Coca-Cola, HBC, General Electric, Aon, Alpha Bank, Bookham Technology, Tesco

Results from traffic

Traffic has made 85four's office much more efficient. I love Traffic because I don't have to rummage through files to develop an invoice or review the office workload. I can very easily access any information I need right from my computer.

Staff appreciate the easy time recording function. They fill in the time log electronically throughout the day, creating much more accurate time tracking.

In the past, there wasn't any one person who had a good overview of all the projects being worked on in the office. Now everyone has a much better sense of how the organisation is functioning, the team is even more committed to 85four's success.

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Why traffic?

Traffic was easily the best solution for our needs.

We had been using a manual project management system that worked well, but it was very difficult to cross reference projects or to get a broad management overview of our work. We had to go through individual files to build management reports.

Our strategic plan called for implementing efficiencies where possible so the idea of automating our manual system made sense. We considered automating our manual system on our own as well as looking for an already available system.

We discovered that there was no need to build something internally; Sohnar had already done it! The Traffic system was similar to our current manual system so we knew it would work well for us.

Traffic received very positive reviews from other agencies whose opinions we respect. The combination of being familiar with the Traffic system's approach and the excellent reviews made the choice to go with Sohnar's Traffic an obvious one.

The bottom line

Our job estimates are much more useful now. Before Traffic, there was no real science to estimating a job. Now we have the information to make a much more accurate projection of costs. That capability helps us and our clients.

Our improved ability to capture all charges on a project will lead to improved profitability and the availability of accurate data makes our financial picture much more visible to management. We expect Traffic to greatly enhance our financial performance.

Day to Day

Traffic has automated us from end to end. We use the contact database to keep track of enquiries, log calls and follow up on new business. We draw estimates from the system, keep records of all costs associated with a project while in progress and produce invoices from the compiled information.

We have always met weekly to review the business. Now that we have Traffic management reports, we can identify and deal with jobs that are running over budget and keep workloads balanced. For the first time, everyone knows the status of every job. I think the staff feel more strongly connected with

the organisation now that we all watch our business activity together and people take more responsibility for results.

The future

No matter how large we grow, Traffic's scalability means that the system will grow with us. We also know we can rely on the people at Sohnar to help us adapt Traffic as we take our agency forward. Sohnar staff are more than just suppliers, they are part of the 85 Four team.

Thanks to

Stuart Anderson stuart.anderson@85four.com
85four +44 (0)20 7400 4700

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Sohnar Limited, 1 Glenthorne Mews, London, W6 0LJ t: +44 (0) 20 8600 7520 e: info@sohnar.com www.sohnar.com