

Case study, London - UK

## TOBY EGELNICK – EGELNICK AND WEBB



“Traffic is designed to increase clients’ profits, and Traffic has definitely helped our profitability”

### Overview

Egelnick and Webb brings a passion for sophistication to every aspect of the design process. With a focus in the luxury sector, Egelnick and Webb specialises in branding, print design and art direction. The firm’s perspective – that design should be intelligent, engaging and memorable – leading to distinctive solutions across a range of communications.

### Location

London - UK

### Staff

Nine

### Clients include

British Fashion Council  
Calvin Klein  
Christian Dior  
Jimmy Choo  
Marriott Group  
Prada  
Penguin Books  
British Land  
Virgin Group

### Results from traffic

Traffic has made our lives a lot more organised, and helped us be a lot more accountable.

Every project we do is different; and there are a million different variables in each of our projects. With our old system of spreadsheets, each time we started a new project we’d have to go into various programs.

With Traffic, you only need to go into one program saving us a lot of time.

### EGELNICK AND WEBB DESIGN AND ART DIRECTION

sōhnar

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### Why traffic?

We were looking for a system to make our day-to-day lives easier. Before we had to open multiple spreadsheets to start a job and add time on a project.

We compared various software providers and chose Traffic based on its cost efficiency and scheduling functionality.

Someone on our staff took a cold call from a competitor of Traffic. The software was beyond our budget at the time but looked interesting.

About six months later, we looked in the back of Creative Review for that first caller. We also found Traffic; Traffic offered what we needed and was about half the price of the competition.

### The bottom line

Traffic is designed to increase clients’ profits, and Traffic has definitely helped our profitability. It has given us more immediacy, the facts and numbers are right there. We can easily look at a project and get a sense of where we are in terms of keeping track of hours and expenses.

The depth of features allows you to run a studio very efficiently and very productively, this is exactly what we were after. I hate admin, but I love the capability of Traffic.

### Day to Day

Egelnick and Webb began using Traffic in 2006. Today, we use it for managing projects, including creating cost and time estimates. Traffic does everything an account manager would need it to do.

Traffic has made the process of estimating and starting a job a lot easier. We load a template for a specific type of job to create a quote and away we go.

### The future

Traffic is designed to make an immediate difference in creative project management, yet it also has the capacity to streamline multiple tasks as our portfolio grows. We are still learning about how Traffic can help us become even more efficient and accountable.

We began by using about 10 percent of the software’s features; we are now at 40 percent. In the future, we are expecting our account manager to lead us in learning how to use Traffic for better internal organisation.

### Thanks to

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