

HUGH CARTER – EQUICOM

“Traffic has directly contributed to increasing our revenues.”



Overview

The Equicom Group was founded in 1996 with a vision to become the recognized communications strategy leader for investor relations and related services in Canada.

Equicom’s Strategic Design Division provides a suite of comprehensive and complementary services including annual and quarterly report production, marketing, media relations, large scale live event management, web development and web broadcasting.

In 2007 Equicom became an independent subsidiary of the TSX Venture Exchange, which allows Equicom to offer their broad range of services to a much larger pool of issuers.

Location

Toronto, Calgary and Montreal, Canada

Staff

Twelve

Clients include

Labopharm Inc, CryoCath Technologies, Hoffman-La Roche Pharm Canada, Novadaq Technologies, Sir Corp, Com Dev Technologies

Results from traffic

Traffic is absolutely great. Our move to the Traffic software solution has resulted in improvements in all areas of the business.

We now have continuous feedback on project costs so that we can prepare better estimates and invoice projects more accurately. Staff can be more organised and we no longer waste time patching together information from various locations to understand our business. Traffic gives us both the big picture as well as the detail we need to manage the business.



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Why traffic?

Traffic was the clear winner in our extensive analysis of multiple software solutions.

We went to the marketplace looking for software that would solve our project management challenges. We were having trouble matching estimates to invoices and really understanding which projects made money. We had no real system for capturing information other than some stitched together spreadsheets.

We found Traffic very easy to use as well as being the most versatile system available. Most systems we reviewed were designed primarily for handling print projects. Traffic was the only system that easily incorporated expanded service offerings such as event management; that adaptability was really important to us.

The bottom line

Traffic has directly contributed to increasing our revenues. In the past, we could potentially forget to bill a job because there was no tracking system. Now we capture all of our work for billing. Plus, Traffic gives us excellent tools to analyse the cost of producing a project and our estimates are much more accurate.

Day to Day

Our staff find the system incredibly easy to use. Initially, they were sceptical about recording time electronically. At a staff meeting I said, “I’m going to take ten seconds to show you how to record your time.” When the demonstration took less than ten seconds, staff were convinced and went on to easily incorporate the timesheet system into their daily work lives. At this point, every Traffic user in the office has become an advocate for Traffic.

The future

Traffic has so much to offer that it will take a bit longer to use every component successfully. Right now we are not using all the features of the system. However, we are looking forward to growing our business with Traffic supporting us all the way.

Thanks to

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