

## JAMES KWAN – SPINNAKER360



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### Overview

At its inception in 1998, Spinnaker360 was formed to be an in-house design and brand development department of a marketing company. During this time, the core team of Spinnaker360 developed numerous in-house and external client brands.

Then, in 2005, the company became an independent entity, gathering many new clients in addition to its affiliated companies. Spinnaker360 is a wholly-owned subsidiary of Globamatrix Holdings Pte, Ltd., and is recognised as one of the fastest growing enterprises by the Singaporean government.

### Location

Singapore

### Staff

Nine

### Clients include

PSB Intellis, Charlotte Ehinger Schwarz, DHL, Frost & Sullivan, PastaMania and V-KOOL

### Results from traffic

We’ve moved from a fully paper-based system to a functional Traffic-based structure.

Our management and staff have had great success applying the reporting aspects of the software to achieve more visibility and accountability, which has, in turn, generated greater profitability.

Traffic has also heightened productivity in the studio (especially in regards to timesheets), from the designer all the way down to our most junior administrative staff.

For our sales staff, Traffic has allowed us to use and create functional lists to keep prospects in view.



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### Why traffic?

After studying several competitive offerings, it became quite evident that Traffic was designed by individuals who were designers themselves.

Finding contact reports and project information is now a breeze, and with the entire team looking at the same updated information, it reduces chances of error or miscommunication.

From a management point of view, Traffic also allows us to really study where “waste” was lurking in our processes, and we can now take immediate action when issues are isolated.

Finally, while some may think it trivial to base a purchase decision on “look and feel,” we felt that the user interface had to meet our own standards as designers. Frankly, a designer prefers to work with software that’s exceptionally designed, and Traffic got a thumbs up from all of our employees.

### The bottom line

Without question, Traffic has helped us save money by cutting waste and improving productivity. Designers and staff now have the ability to spot potential loss of income when projects over run. More importantly, it gives management the opportunity to now step in and intervene before it even gets to the point of projects running over.

Overall, the studio has also benefited from a more systemised workflow, which allows us to be more consistent and professional with clients and prospects. In addition, we’re looking forward to extracting even more value from a management perspective over time.

### Day to Day

After purchasing the software, we began having all staff members time-sheeting, as well as using the contact reports and diary. Our account managers now also help key in client briefs and work on estimates for our art director and management approval. We have yet to fully transfer our accounting over to Traffic, but plan on implementing it quickly at the end of the financial year.

### The future

Traffic will be integral to our way of operating and managing a design consultancy for years to come. It has all the features in place for a small practice like Spinnaker360. We know that as we grow and prosper, Traffic will accommodate and facilitate us the entire way.

### Thanks to

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