



case study

The KPMG logo, consisting of the letters 'KPMG' in a bold, blue, sans-serif font, with a blue square above each letter.

KPMG Switzerland reduces finance and administrative costs while gaining transparency of operational activities

KPMG Switzerland has reduced overhead costs via elimination of administrative redundancies, a reduction in the manual work in progress (WIP) calculation process and more efficient reporting. In parallel, the firm has gained transparency in client engagements and project accounting.



Standard solution fit for the business

KPMG Switzerland wanted a solution with comprehensive functionality aimed specifically at its industry. The solution had to be fast and easy to implement and have an attractive, foreseeable return on investment.

After a thorough selection process, Maconomy was chosen as the system to support the finance function and the core business processes of KPMG Switzerland. The company went live after a short implementation in 1999.

"Maconomy's functionality and user-friendliness were unparalleled and Maconomy standard software clearly offered the best fit to KPMG's requirements in terms of giving our company full control of our business activities", says Heinz Helfenstein, Vice Director of Finance and Accounting at KPMG.

"Being a standard solution that was still flexible to configure gave Maconomy the shortest payback time of three years. The other two vendors we looked at ended up at four to five years and seven years respectively. I believe the Maconomy solution's strong focus on the business requirements of professional services organizations made the implementation efforts from both our and their side much less than the others", says Peter Hess, Partner and CFO, KPMG.

Integrated practice management solutions

The new system had to be easy to use so that accountants and consultants were motivated to complete the many time registrations (down to six minute intervals) for clients.

It was also important that, once approved, time registrations immediately showed up on the jobs and impacted the P&L of the partner managing the client relationship.

Furthermore, there was a desire to reduce the non-billable time spent on invoicing, and have the overview for each partner and manager easily available without requiring major finance and administration time to produce.

Additionally, gathering all information for WIP evaluation, revenue recognition, and invoicing was cumbersome, causing both partners and the finance department to spend more time than desirable on these tasks every month and quarter.

Creating value for KPMG Switzerland

Success criteria

- Reduction in finance and administration costs from 3.5% to 0.9% of revenue greatly contributed to the deployment of Maconomy
- Payback time of three years – approximately half the time required for alternative solutions
- Helped to improve cash flow by shortening cycle-time from work completion to customer payment by approximately 10 days
- Ability to optimize service portfolio for each client

Maconomy solution

Projects/Finance
Maconomy ERP Solution

“Efficiencies have been greatly improved, and with Maconomy we have the instruments available for controlling all elements of the individual job.”

Peter Hess, Partner and CFO, KPMG

Significant reductions in finance and administration costs

With Maconomy, KPMG Switzerland has been able to eliminate redundant reporting of time in the finance system, manual calculations of WIP and time spent collecting data to produce and distribute reports.

The firm has also been able to decentralize invoice preparation since all client and job information is now always up-to-date – in one place – and easy to understand. “In terms of reporting capabilities, Maconomy has been a major leap forward. Today real-time information is readily available”, says Heinz Helfenstein.

“With Maconomy we have instant access to the profitability of each client and job, giving us increased transparency into our operations – up to date with the latest timesheets submitted and approved”, says Peter Hess. “In addition, we can run a number of standard reports to give management an on-line view of activities. As a result, our reporting cycles have been drastically reduced.”

Need for insight into the client engagement greater than ever

The need for clarity in client relations and the launch of new services recently prompted KPMG Switzerland to invest in Maconomy’s Client Information Management portal on top of the finance and project accounting base already in place.

“Maconomy will now help us simplify the management of large clients so that we can easily identify the opportunities ahead, the services being delivered, and the accountants, consultants, managers and partners involved with each client,” says Hess.

He concludes: “Maconomy has delivered the control needed for KPMG to serve the future needs of our client base as we pursue nonaudit activities.”

KPMG Switzerland in brief

Overview

KPMG is a global network of legally independent professional firms with over 135,000 employees in over 140 countries. KPMG has 12 locations in Switzerland.

Website

www.kpmg.ch



organic business solutions

Maconomy is a global provider of industry-specific business solutions for Professional Services Organizations. We create a natural relationship between people and processes in professional services organizations and provide the basis for overview, follow-up and decision-making in a way which ensures human as well as financial gain.

Our clients in the US include Millward Brown, Cohn & Wolfe, Ogilvy PR, Opera Solutions, RGL Forensics and RES PUBLICA Consulting Group Inc. International clients include Semcon, ErgoGroup, Devoteam, Deltares and agencies within all of the big four global networks Interpublic Group, Omnicom Group, Publicis Groupe and WPP.

Maconomy A/S was founded in 1989 and the corporate headquarters is located in Copenhagen, Denmark. We service and support more than 600 clients in over 50 countries through our offices across Europe and in the U.S., and through an extensive partner network. Today more than 100,000 users worldwide use business solutions from Maconomy.

Maconomy's client list includes three of the "Big 4" international accounting firms.

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