



case study



Do it once and do it right!

As CDM's manual processes proved insufficient in terms of fulfilling their business objectives, they decided to make their processes leaner. With an integrated ERP solution from Maconomy, CDM improved its project execution, resource planning and invoicing flow.



“The ROI is only 12 months. Maconomy has enabled us to work smarter and devote more time to our clients”

Jens Erik Knudsen, Chief Project Officer

Critical mass calls for lean processes

Many consulting firms start small and gradually expand their business. The need for leaner processes grows along with the business. As CDM's manual processes proved insufficient in terms of fulfilling their business objectives, they decided it was time to rethink their workflows.

“In the past we used eight different systems to get from client quotation to final invoice, including Excel and various other stand-alone applications. We analysed our business and decided to address these inefficiencies.”

“We considered developing our own ERP solution, but as we scanned the ERP market, we found that Maconomy offered an ideal solution for our type of organisation. Just because you build trucks doesn't mean you have to drive one yourself,” says Chief Project Officer Jens Erik Knudsen.

Enter your data once and for all

Some of the vital issues for CDM were to avoid redundant data in order to make their data less error-prone and save on administration.

Furthermore, CDM were looking for an ERP solution designed specifically for consulting firms. The Maconomy Consulting Solution allowed CDM to address both of these issues.

“Many ERP vendors claim to have a strong project focus, but Maconomy really walks the talk. Now we only have to enter data once and this has freed up a lot of valuable admin time for us.”

“We develop specialised software solutions just like Maconomy, so we know how much value a specialised ERP solution can bring to an organisation. Maconomy showed us that they could help us take our business to the next level,” says CEO Erik Rosenkrantz.

CDM in Brief

Overview

CDM A/S is a Danish-owned software company that sells and develops CRM solutions to support and optimise sales and marketing processes.

Their clients include large Nordic companies within telecommunication, finance and pharmaceuticals. CDM is a Microsoft Gold Certified Partner.

Size and Location

55 employees across two Danish offices, a Norwegian and a Swedish sales office as well as a Ukrainian software development unit.

Website

www.cdm.dk



Making the most of precious resources

Another key focus area for CDM was resource planning. Planning projects in Excel was a straightforward process, but problems arose for the project managers at CDM when plans changed – which plans inevitably do. This caused occasional resource bottlenecks or vacancies. Consequently, the billing percentage among CDM's precious consultants was less than ideal.

To solve the resource puzzle, CDM decided to implement People Planner, Maconomy's fully integrated resource planning solution.

"We can plan our resources three months into the future, and it's much easier for our project managers to fill the resource gaps on a continuous basis. Maconomy People Planner has helped us increase our average billing percentage per employee, which has a direct impact on our bottom line," says Jens Erik Knudsen.

Monthly invoicing in a flash

Creating and sending invoices to clients used to be a cumbersome process for CDM. Their project managers are in charge of large projects, most of which are invoiced on a monthly basis.

CDM used to leave the preparation of invoices to the finance staff, which created the invoices on the basis of notes in various formats from the project managers.

Not surprisingly, it took the finance department several days each month to prepare correct invoices to clients. In the Maconomy system, on the other hand, all time sheet entries, project data and client information are readily available for invoice creation. This has enabled CDM to adopt a much more efficient invoicing process.

"With Maconomy, a single member of our finance staff can process all invoices on all jobs in less than a day. Our project managers create the invoices in Maconomy and approve them electronically – and then they are ready to be processed by our finance staff," says Jens Erik Knudsen.

From paper jungle to lean internal processes

CDM are very pleased with the way Maconomy has helped them achieve operational efficiencies.

Both Jens Erik Knudsen and Erik Rosenkrantz are confident that CDM made the right decision by investing in a Maconomy solution.

"The ROI for our Maconomy solution is only 12 months according to our estimates. On top of that we are able to work smarter and devote more time to our clients. Our Maconomy solution has played a pivotal role in this process," says Jens Erik Knudsen.

"We are very pleased with the way Maconomy has helped us reorganise our business. We've led our organisation out of the paper jungle and made the transition to lean and purely electronic processes, and we couldn't have done this without Maconomy," concludes Erik Rosenkrantz.

"Maconomy People Planner has helped us increase our average billing percentage per employee, which has a direct impact on our bottom line"

Jens Erik Knudsen, Chief Project Officer

Creating Value for CDM

Success Criteria

- Run all business processes via one fully integrated ERP solution
- Perform month-end closings in less than a day
- Improve the billing percentage among front-office staff
- Plan specialist resources three months into the future

Maconomy Solution

Projects/Finance:

Maconomy Consulting Solution

Resource Management:

Maconomy People Planner

organic business solutions

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

Our clients include Semcon, ErgoGroup, Devoteam, Deltares, Millward Brown 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 120,000 users worldwide use business solutions from Maconomy.

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