



communication
made profitable

maconomy pr consulting solution

Designed for public relations and strategic communications agencies increasing profitability while maximizing the delivery of messages to key audiences

maconomy
don't waste

imagine

...being in control of project deadlines and deliverables

Increase employee utilization

Improving the delivery of services by using employee skills more efficiently while minimizing the time spent on administration is among the greatest challenges facing public relations and communications agencies today.

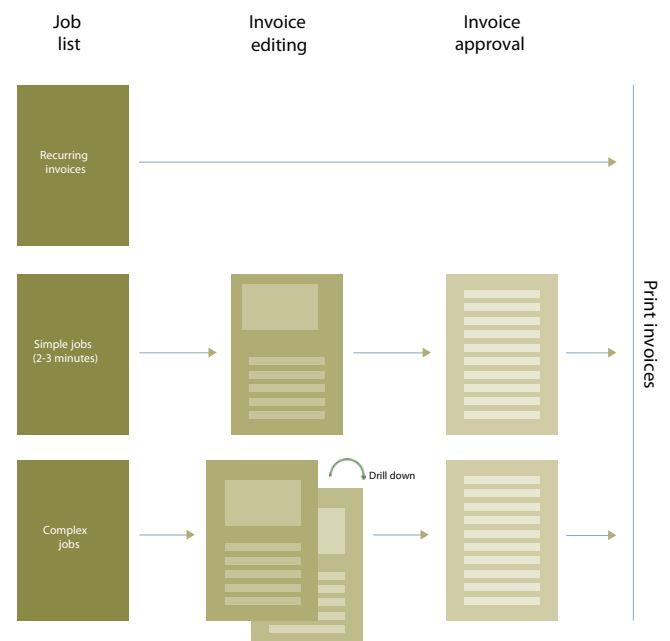
With the Maconomy PR Consulting Solution project managers have access to the information they need to improve the quality and delivery of projects while maximizing profitability.

The Maconomy PR Consulting Solution helps you monitor and manage the progress of your projects and ensure that employees are fully booked. You can do this because with Maconomy, all financial information, resource capacity and usage data can be viewed online. In addition, resource availability and utilization are controlled together with project management.

Streamline the invoicing process

Reducing the amount of time used to edit and approve invoices can also be a challenge. With the Maconomy PR Consulting Solution, invoicing of retainer agreements is made easy. Handling of complex invoices is simplified thanks to the ability to view transaction lines during invoice preparation.

When account directors approve invoices, they can access all hours and costs in one place and easily review entries that come from time and expense sheets. This makes approving, writing off, postponing or reallocating invoices and activities quick and easy.



imagine

...having full visibility of project profitability

Simplify project management

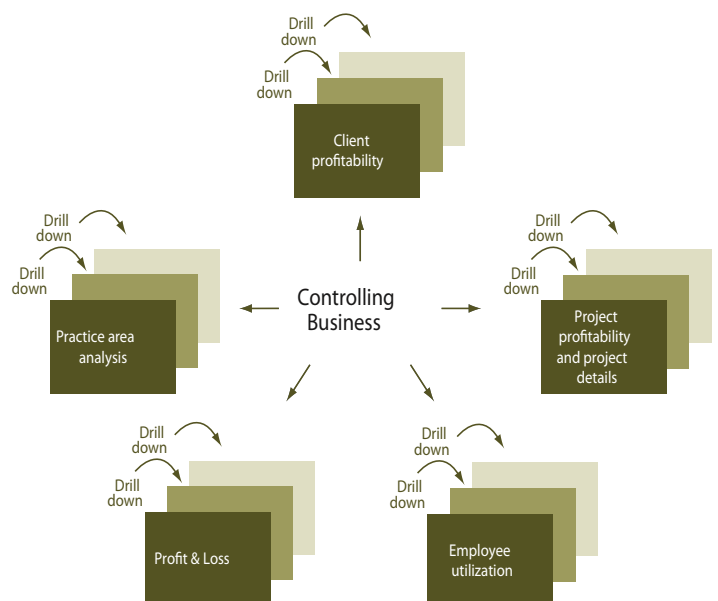
The Maconomy PR Consulting Solution simplifies every step of the project cycle for public relations and communications agencies. This applies to short-term, individual assignments as well as long-term projects where each stage is a project in itself.

Maconomy provides intuitive interfaces, effective communication and project management capabilities across organizations. Time and expense registration and other vital but often time-consuming administrative tasks are made quick and easy so employees can concentrate on what they are good at, instead of spending time on administration.

Boost profitability

Increasing profitability is a vital focus for most public relations and communications agencies today. The Maconomy PR Consulting Solution allows you to effectively manage retainer agreements by closely monitoring hours and expenses incurred.

Because Maconomy integrates financial control with project management, the solution enables you to monitor project progress and to see any overservicing or underservicing. Everyone on a team shares the same information at the same time. And because this is real-time data, you can make informed decisions and manage your business objectives using accurate, timely financial information.



imagine

...having efficient internal processes to ensure that you don't waste time, money or talent

Role-based workflows, accessible in a browser, ensure employee accountability at all levels. Information is pushed to the desktop, and includes only the relevant time sheet, project and client information needed by each employee. This allows your employees to focus on clients and projects instead of on administrative tasks. Examples of roles are highlighted below.

Consultants and account executives

- Enter and submit time usage and expenses
- Receive reminders for overdue time sheets
- Create purchase orders

Project managers

- Use workflows for project creation, budget creation and approval, invoicing, and time and expense approval
- View real-time project status and documentation online
- Monitor project profitability and view detailed project analysis

Client managers

- Manage and document client contacts
- Keep updated on outstanding issues for client accounts
- View reports for client payments and project profitability
- Gain immediate access to project budgets, spending so far and committed amounts
- Track sales opportunities for existing and potential clients

Managers

- Access employee utilization and other business performance reports online
- Manage department budgets
- Gain an overview of late submissions and approval of time sheets

Finance staff

- Manage core financial functions such as Accounts Receivable, Accounts Payable and General Ledger
- Manage financials both for small units and for multi-company, multi-currency organizations
- Receive alerts for accounts receivable, project budget overruns, schedule overruns, late submissions and approvals of time sheets, etc.
- Manage working capital
- Drill into real-time financial data to better monitor expenses and revenue



key facts about the maconomy pr consulting solution

The Maconomy PR Consulting Solution is built upon extensive best-practice functionality that Maconomy has developed over the past 15 years as a provider of business management solutions for PR and communications agencies. The solution is designed for PR agencies engaged in event management, lobbying, corporate relations consultancy, and strategic communications services. A summary of key capabilities supported by the solution includes:

Project management

- Speed up project creation using template information about clients, rates, etc.
- Automatically link projects to the General Ledger via project type and tasks
- Track project performance online

Budgets

- Use template budgets for hours, expenses and supplier costs to ensure the fast creation and consistent inclusion of key information
- Gain access to budgets of a similar nature for reference
- Use internal budgets as basis for new client budgets
- Track budget revisions

Time management

- Enable entry and submission of time sheets from anywhere at any time
- Ensure that only valid projects and tasks are used
- Alert employees proactively when their time sheets are due or late

Invoicing

- Give project managers immediate access to all open projects ready for invoicing with a project overview and the ability to drill down to tasks and employees to determine if hours and expenses are reasonable
- View incurred time and expenses that have not yet been approved
- Edit invoice texts and make decisions on write-downs in one step
- Simplify the invoicing of retainer agreements

Client management

- Gain overview of actual hours and expenses spent versus fees set in retainer agreements
- Get an immediate overview of potential client overservicing and underservicing

The Maconomy PR Consulting Solution

The Maconomy PR Consulting Solution provides a unique combination of general ledger control, project management, and automated, role-based workflows, and offers the most comprehensive business and project management system available for public relations and communications agencies.

Fast and simple implementation cuts costs and complexity

- A well-proven, fast implementation process
- Preconfigured solution setup
- Minimal customization required

organic business solutions

Maconomy is a global provider of industry-specific business solutions for Professional Services Organisations. We create a natural relation 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 customers 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 customers 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.

For more information, please visit

maconomy.com

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