

## Case Study

# Norconsult Telematics

Global business control for worldwide consultancy firm  
Norconsult Telematics

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Telematics**



When the global consultancy firm Norconsult Telematics needed to consolidate business operations and financial management into one system, the company chose Maconomy.

Norconsult Telematics is a worldwide leader in technical project consulting for the telecommunications industry. Norconsult Telematics is a truly flexible, modern organisation with an emphasis on knowledge transfer and on project and hours billing routines. The organisation is highly dependant on a close cooperation between its own expert staff and a number of individual consultants and part-time project specialists.

Operations are based around the globe with offices in Cyprus, the Middle East, Norway, Thailand and Venezuela. As a result, staff at Norconsult Telematics thinks of the world as its home market. With more than 40 years of operation, Norconsult Telematics continues to grow and worldwide sales now reach more than USD 75 million. The need for a centralised financial and accounting system arose when management wanted to consolidate finances and lay out a route for future project management and global business control as an integral part of its financial management.

Maconomy was chosen because of its almost perfect fit to the needs of Norconsult Telematics. In its standard set-up, Maconomy fits more than 90 percent of Norconsult Telematic's needs. Maconomy's strong technology and its mature functionality convinced everyone involved in the decision process that the single-server set-up with Internet protocol access from worldwide locations was exactly what Norconsult Telematics needed.

In the implementation phase everything went according to plan, and the Maconomy solution has fulfilled the needs of Norconsult Telematics' completely. The system provides the necessary framework for a uniform global financial and reporting system, and a solid solution for project management.

### **Worldwide operations**

In his role as CFO for Norconsult Telematics, Tormod Kalseth was pleased with what he saw when he was introduced to Maconomy.

He recognized that the system would not only offer a brilliant, flexible and efficient backbone for a worldwide consolidation of financial operations, it is also the perfect foundation for future development of integrated, global project management and operations control.

'To tell you the truth, our financial operations belonged to the Stone Age before we implemented Maconomy. We did not have up-to-date records and each business unit reported in a different format. We are a complex, global operation with business formats that vary a great deal. So we had an obvious need to create a uniform global financial system,' says Tormod Kalseth.

'First of all, we like the fact that Maconomy is based on a common database which is used directly by the entire organisation. Maconomy was designed to take advantage of widespread technologies such as IP-based communication, which makes it perfect for our type of organisation. Maconomy's integration of Internet protocol and web interfaces was a key reason for our choice.'

'Furthermore, with Maconomy we now have a strong basis for project reporting, which we previously did manually via repetitious routines. Because Maconomy handles multiple currencies without any difficulty whatsoever, each business unit can still operate in its local currency,' explains Kalseth.

'With the introduction of Maconomy, we were able to integrate all our financial management routines into one single system. We are pleased that we are now managing cost control, invoicing, payroll and personnel in the system.'

Norconsult Telematics has grown through local project teams and various client needs. Introducing global project management and operations procedures is indeed an option with the Maconomy system.

'We appreciate that Maconomy offers this clear path for future use. Of course, we do not want to force organisational changes just for the sake of it and at present we do not plan to streamline all operations into a single management structure. But I can assure you, it is very comforting to know that what we have in Maconomy is a platform which will allow us to move in this direction without having to change any of our financial routines,' says Kalseth.

### **An expert in the telecom arena**

Industry deregulation and the surge of mobile communications providers are the two main characteristics of the telecommunications industry in recent years. Norconsult Telematics has played a crucial role with a long list of other players in the industry, helping them with technical implementation, operations design, and in bringing new services to market.

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In some countries, Norconsult Telematics helped telecommunications regulatory agencies in shaping new markets, dealing with carrier interconnections, mobile licences, number portability, etc. The company has also helped both incumbent carriers and new entrants in the industry shape their strategies and build their networks.

Public utilities, private investment companies and many others who received telecom licenses have relied on Norconsult Telematics' expertise to devise strategies for technical design, financial and market analysis, implementation, and operations launch. In many cases, these new operators already had an existing network infrastructure, which needed to be redeveloped into advanced public service provisioning, while a whole new customer service department had to be set up. In every case, Norconsult Telematics examines the technical and financial aspects, and offers planning, development and implementation support of equipment, facilities and services.

Norconsult Telematic's is not only truly global - it is also a fully independent, privately-held and family-owned company, which is a distinct advantage in the telecommunications arena where most other consultancy services are offered by carriers or network equipment providers.

### **Swift and easy implementation**

Norconsult Telematics needed several months to carefully review and select different possible financial and business systems. After the Maconomy solution was decided upon during the first half of 2001, the implementation process itself was almost painless. In particular, Norconsult was pleased with the level of assistance offered by the Maconomy consultant responsible for the implementation who played a key role throughout the whole process.

A team of financial managers and the Global CFO of Norconsult Telematics decided upon Maconomy because of the way it so easily fits the operations of the company. Multi-currency, multi-location operations are an integral part of Maconomy and this was a key factor. This meant that there was almost no need for any alterations or additions to the Maconomy software.

Today, Maconomy runs on one single server at Norconsult Telematics and the local finance and administrative staff connect from their workstations either via an IP-based network connection or through a Web browser interface. This means that data from local operations is effortlessly consolidated into corporate figures.

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