



white paper

solution  
scalability

### **Business consolidation on a global scale**

A client asked Maconomy a simple question that called for complex research: Can the largest Professional Services organizations in the world consolidate all their global operations using one integrated business solution? Maconomy's performance engineers ran a series of advanced load tests and replied with a resounding yes.



“The world’s largest Professional Services organizations have around 50,000 people. This means we can support any Professional Services organization in the world – even on a single database”

**Hugo Dorph, CEO, Maconomy**

### **Local flexibility, global consolidation**

Multinational Professional Services organizations, including global agency networks, large consulting firms and accountancy networks, need to strike the right balance between local flexibility and global consolidation.

With operations often scattered across the globe, it is crucial for these organizations to consolidate their activities in every corner of the globe. Individual subsidiaries may have radically different structures and customs, posing a serious consolidation challenge for the parent company.

With more than two decades of expertise within the Professional Services segment, Maconomy has helped several multinational companies consolidate their operations. Some clients have up to 10,000 employees, including some of the largest agency and accountancy networks worldwide.

### **Scalability request from large client**

In 2009 Maconomy received a previously unparalleled request from a large existing client representing 7,500 employees. They wanted to know if Maconomy’s ERP solution X1 could accommodate 32,000 employees based on their current Maconomy implementation.

Maconomy’s performance engineers believed this was possible and prepared some meticulous performance tests.

### **Testing in a live environment**

To prove that Maconomy can support large-scale consolidation in multinational Professional Services organizations, Maconomy’s performance engineers decided to test on a live system on-site with the client during the peak month-end period.

“We based the performance tests on the client’s existing setup and started by analyzing their system. To get the right volumes we scaled the number of employees to simulate the total employee base of the client,” says Carsten Elvers, Performance Specialist in Maconomy.

“The average server load during the testing sessions was only 28 percent. Another notable fact is that we didn’t come across any system bottlenecks during the entire process. The client was very pleased with the performance results and concluded that our solution can be scaled to at least twice their capacity, which means more than 60,000 employees,” Carsten Elvers continues.

## scalability testing

### **Target scenario**

Tests were conducted on the client’s live system. The system peak load was applied for 15 minutes for additional performance testing validity.

The scaled scenario was raised by a factor of 4.8 to simulate the client’s total number of employees. It was later doubled to simulate over 60,000 employees worldwide, still with no performance issues.

The results were thoroughly reviewed and approved by the client.

### **Further information**

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### Deploying standardized workflows

In recent years a trend toward standardized workflows and operational excellence has swept through the business world. In particular, Professional Services organizations have realized that operational excellence makes as much sense to them as to manufacturing companies.

This is the way Maconomy has designed their customized ERP solutions for Professional Services organizations for more than 20 years.

"Our large clients increasingly rely on us for advice on how to implement standard workflows based on the best practices of their industry. If a multinational company has five or ten different local systems and decides to change one workflow, they need to make that change manually in all systems. This can be avoided by migrating to a centrally hosted system," Carsten Elvers explains.

### Consolidation and acquisition management made simple

Large clients with multiple sites will be able to assimilate new companies more quickly following mergers and acquisitions. Maconomy allows local subsidiaries to solve their unique project management challenges while putting the parent company in full control of financial management worldwide.

"It's much easier for a parent company to consolidate data on a single server. Basically all you need to do is take a real-time snapshot of all the data in the system to consolidate your activities. This creates greater transparency and makes life much easier for the parent company CFO," Carsten Elvers adds.

### Future-proof solutions

Another recent trend is a move from decentralized systems toward centralized systems.

Many companies have discovered that a decentralized setup can be the cause of severe headaches, particularly in the form of massive consolidation and maintenance challenges.

"Decentralized servers were an advantage back in the day when server and broadband speeds were much slower than today. This is no longer an issue and it makes a compelling case for centralized ERP solutions. And the case will only get stronger in the future," Carsten Elvers elaborates.

### The end user experience is vital

When adopting a single-server setup worldwide, bandwidth speeds and server performance must be considered. These are the two key ingredients to achieving superior user performance.

"To answer questions about user response times accurately, we've created a number of very detailed documents on recommended bandwidths and server latency. This means our clients can get a quick overview of what it takes to deliver the desired performance to their employees," says Carsten Elvers.

### Ready for the major league

Maconomy is widely recognized as a leader in providing industry-specific business solutions to project-focused companies. Now the company has also proven that they are fully capable of supporting large-scale Professional Services organizations globally.

"It may be a surprise to some people that we also possess the robustness and technical savvy to put multinational companies in full control of their global operations," says Hugo Dorph, CEO of Maconomy.

"The world's largest Professional Services organizations have around 50,000 people. This means we can support any Professional Services organization in the world – even on a single database. We firmly believe this is the future for the world's largest Professional Services organizations and our test results lend credibility to this position," Hugo Dorph concludes.

## solution overview

### Industry-specific approach

Maconomy's industry-specific approach means that the company's ERP solutions include the best practices of the industries for which they are designed.

### Global consolidation on one server

Multinational companies can save vast sums on administration by adopting a fully integrated Maconomy solution on a single server. The benefits include:

- Easy centralized financial control
- Real-time company consolidation
- Company-wide best practices
- Quick upgrades and maintenance

"The average server load during the testing sessions was only 28 percent – and we didn't come across any system bottlenecks during the entire process"

**Carsten Elvers, Performance Specialist, Maconomy**

## organic business solutions

Maconomy is a global provider of ERP business solutions for Professional Services organizations. The fully integrated solution incorporates financial management, project management, time registration, resource planning, CRM, HR and business intelligence for profitable results.

As a recommended provider to Professional Services organizations worldwide, Maconomy has focused exclusively on this sector for more than 20 years. This has given Maconomy unique insight into the best-practice processes of these organizations. Maconomy has created proven results for a wide range of international clients, including TNS, Millward Brown, Ogilvy PR, and Interbrand, as well as all of the three biggest global marketing communications networks and four of the Big Five global accounting firms.

Maconomy is listed on NASDAQ OMX Copenhagen with headquarters in Copenhagen, Denmark. We have offices across Northern Europe and in the US as well as an extensive network of business partners, enabling us to service and support around 600 clients in more than 50 countries worldwide.

For more information, please visit

**[maconomy-usa.com](http://maconomy-usa.com)**



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