



think business
before software

white paper

selecting a new ERP solution

Selecting a new ERP solution is a major decision for any organization. To secure optimal support of your work processes, it is crucial that the solution is tailored to your particular way of doing business. Your ERP vendor should be able to demonstrate in-depth knowledge of the work processes specific to your industry.



does your ERP solution speak your language?

If your ERP solution could speak, what would you want it to say? Maconomy CEO Hugo Dorph suggests you would probably want it to speak your own language and give you expert advice on how to improve your business processes.

Many ERP vendors develop a modular standard product to target companies in a wide variety of industries. To provide ideal support for a company's work procedures, however, an ERP vendor must possess in-depth knowledge of those work procedures. In other words, the ERP vendor must think business before software. All business processes must be fully integrated in the solution, seamlessly supporting an agile organization to eliminate redundancy of work and unnecessary administration.

Since 1989 Maconomy has had its eyes firmly trained on project-focused organizations. Rather than creating acceptable value to a widely dispersed set of client industries, Maconomy decided to create superior value to a select few.

positive ROI yardstick

Investing in an ERP solution is a major decision for any organization. The investment often ties up a significant amount of cash due to its company-wide nature. Additionally, a lot of time and effort is inevitably invested in the transition to the new solution.

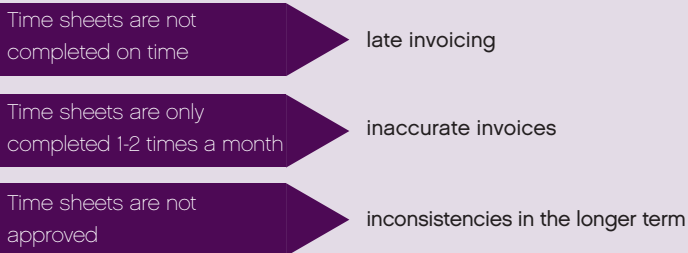
Businesses are managed very differently across different industries. Hence, it is crucial that the solution is tailored to a particular way of doing business.

As with any other investment, the purpose of investing in an ERP solution is to attain a positive return. Research indicates that Maconomy's industry focus is an important parameter in terms of how quickly a business can expect a positive return on its investment as shown in the fact box.

accurate time registration

Time registration is a thorny problem in almost every project-focused organization. It can be difficult to persuade all employees to complete their time sheets accurately and on time, particularly in organizations where specialists often have assignments away from the office. But incomplete or missing time registration can have dire consequences for the organization. (see figure below).

Typical time registration challenges




Many employees find it difficult to access the time sheets, locate the right project and find the right project code on which to register their time. Time registration is viewed by many as pure bureaucracy and some employees may not feel it adds value.

client ROI on Maconomy

- 95% of clients achieved a positive ROI on their Maconomy investment within 24 months (SAP: 47%, PeopleSoft: 84%)
- 65% reported higher productivity and reduced administrative staff thanks to Maconomy
- Time savings of 15-40% were reported by employees who spent most time working with the ERP solution
- 65% of clients achieved a greater resource utilization, resulting in a higher number of hours invoiced

Source: Nucleus Research (2007)



The reality is that time registration is the very foundation for correct and timely invoicing, accurate estimation and solid planning – and thus everything from cash flow generation to profitability, efficiency, customer satisfaction and work/life balance. It is hard to undervalue those.

business intelligence

Accurate time registration also enables business reporting and analyses – also known as Business Intelligence (BI). BI helps project-focused organizations identify unprofitable activities and track business trends that may indicate what strategy the organization should pursue. It allows for fact-based decision-making. Since accurate time registration provides the very foundation for BI, it is vital that all employees register their time regularly.

maconomy expertise


Maconomy has specialized in ERP solutions for project-focused organizations. Its greatest challenge is to eliminate administrative waste that diverts attention from the only billable asset: their competent employees.

An investment in an ERP solution can be either growth-driven or profitability-driven. Businesses typically invest in an ERP solution when they foresee significant growth (proactive investment) or when rapid growth has created a need to streamline and professionalize workflows (reactive investment).

change is the driving force

“The only constant is change,” concluded Greek philosopher Heraclitus of Ephesus. That was 2,500 years ago, underlining the fact that change is something we will always have to deal with. This is particularly relevant for project-focused organizations that derive their income from the competence of their employees. This competence must be fully aligned with all the latest trends in the market to ensure that the offered services are not based on yesterday’s facts.

Lead-footed internal administration can pose a serious threat to a project-focused organization. Organizations plagued with heavy administrative processes often choke innovation and creativity, where their leaner competitors excel.



To adapt a business to market requirements, it is absolutely critical that its leaders are on top of internal processes. Selecting the right ERP solution for a business is a significant factor in keeping up with constantly changing market conditions and client requirements.

external change requires internal buy-in

To strengthen innovation and creativity, the right internal structure must be in place. When the internal structure is provided by a scalable, flexible and customized ERP solution that supports all of a business's processes, its employees are empowered to spend more time on adding value and less on administration.

Employees must feel that they create value for the organization when they use the ERP solution. Therefore it is vital that the top executives endorse the solution and allocate adequate resources for proper training in its use. This gives the organization access to updated data that conveys a detailed picture of the underlying business trends which might otherwise be hidden.

ERP as it should be

If a business is project-focused, it is much better equipped to meet rapidly changing market requirements using an ERP solution designed specifically to address its particular challenges. Easing the administrative burden on employees allows employees to be more productive. Collecting accurate real-time data enables management to gauge the health of the business and uncover business trends, and means important strategic decisions can be based on facts.

When a fully customized and scalable ERP solution works as intended, all business processes are so smoothly integrated in the solution so that the user hardly notices the software. It should fit the organization well enough to enable employees to focus on the tasks at hand, not on the software they use to manage them.

In short, your ERP solution should speak your language.

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, Millward Brown and agencies within all of the big four global networks Interpublic Group, Omnicom Group, Publicis Groupe and WPP. Maconomy's client list includes three of the "Big 4" international accounting firms.

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 58 countries through our offices across Europe and in the U.S., and through an extensive partner network. Today more than 126,000 users worldwide use business solutions from Maconomy.

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