

organic business solutions

Maconomy is a global provider of ERP business solutions for Professional Services organisations. 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 organisations 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 organisations. Maconomy has created proven results for a wide range of international clients, including TNS, Devoteam, Semcon, ErgoGroup, Deltares and Rambøll, 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 U.S. as well as an extensive network of business partners, enabling us to service and support around 600 clients in more than 50 countries worldwide.

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case study

RAMBØLL

Rambøll gains full overview of their client knowledge

The engineering consulting firm Rambøll needed a fully integrated system to gather and organise knowledge about their clients. The goal was to enable all employees in the organisation to add and access client information.

Maconomy's CRM solution fulfilled all Rambøll's functionality requirements and helped spark an important change process in Rambøll.

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“The quality of our CRM solution is only as good as the data each of us enters into the system

Michael Schad, Market Manager, Rambøll Denmark

Proven business value for several years

When Rambøll started considering the need for a CRM solution for gathering client knowledge, they had already been running on an ERP solution from Maconomy for many years.

This has enabled them to streamline their business processes within project management and financials. Hence, Rambøll was already aware that a solution targeted specifically at project-based organisations can add tremendous value.

As Rambøll defined their needs in more detail, they realised that they needed a solution with the ability to embrace all their client-facing functions.

“We concluded that we needed a system to manage clients and relations and it had to be customised for our type of business. To begin with, we primarily talked about the system from a purely technical perspective.”

“But we realised that it basically comes down to putting greater focus on the needs of the clients rather than getting caught up in the specialities of our engineers,” says Michael Schad, Market Manager at Rambøll Denmark.

Transparency in client relations

In a large international engineering consulting firm such as Rambøll where consultants keep in touch with the clients on a regular basis, it is important to be able to gain a quick overview of the history for a specific client.

To facilitate this transparency, all relevant client knowledge must be made available in a shared system. This means that the gathered client knowledge will benefit all Rambøll employees.

“It’s crucial for our consultants, project managers, team leads and finance staff that they are aware of who knows who as well as who keeps in touch with the client. This helps build greater client satisfaction and more efficient workflows for us because we don’t have to re-invent the wheel every time a new employee needs to get in touch with a client.”

“Maconomy’s CRM solution has provided greater transparency in our client relations to help secure that all our clients receive a professional treatment,” Michael Schad continues.

Rambøll in brief

Overview

Rambøll Denmark is a leading engineering, design and consulting firm. They provide knowledge-based turnkey solutions within construction and design, traffic and infrastructure, environment and water, energy and climate as well as manufacturing.

Rambøll Denmark is part of the Rambøll Group, a leading knowledge organisation with activities within engineering, management and IT. The Rambøll Group employs more than 8,000 people who participate in projects all over the world from almost 200 offices in 20 countries.

Additionally, Rambøll has a strong presence in Northern Europe, India, Russia and the Middle East.

Read more on www.ramboll.dk

Familiar user interface

It was important to Rambøll that their employees could be brought quickly up to speed on the features of the system. Accordingly, Rambøll was encouraged by the fact that the CRM solution had exactly the same user interface and could be integrated into the company's existing ERP system. This means they do not need to enter and maintain data in multiple systems.

"It means a lot to the acceptance and use of a new system that people know the user interface beforehand. It was a strong argument with the users that they were already fully familiar with the interface of the new CRM solution. Additionally, the system has a logical structure and is easily accessible."

"The users log on to the system with the same login that they use for their other tasks. Since our business system is fully integrated, we don't have to worry about double entries in multiple systems. We get a high data quality because we enter our client data in one system only, and we can re-use the data in all other relevant work processes across the organisation," adds Michael Schad.

New employees quickly up to speed

When a large organisation like Rambøll hires new people, it can be difficult for them to get an overview of client information without an effective CRM solution. By the same token, it is much harder for new employees to maintain a professional contact with the client without having to consult their colleagues all the time.

"The CRM solution from Maconomy really helps our new employees gain insight into our client relations and obtain the necessary client knowledge. This also gives them a better understanding of the business."

"They become more independent and create value for the company more quickly. Additionally, it's personally gratifying for them to feel that they don't need to have a colleague looking over their shoulder all the time," says Michael Schad.

Data quality is crucial

From the outset Rambøll knew that data quality is crucial in terms of securing that the CRM solution works ideally. Therefore an ambitious change process was implemented in Rambøll to ensure that the solution would create the desired value for the company.

"The quality of our CRM solution is only as good as the data each of us enters into the system. To achieve a proper data quality we appointed 25 super users who took ownership of their individual areas to ensure that all data always have a high quality."

"If you invest the necessary resources from the beginning, you increase the likelihood of an excellent end result," Michael Schad explains.

Important change process launched

"It's important to see CRM as much more than simple system implementation. For CRM to work, you need the right focus and initiatives internally in the organisation to change and develop client and business processes. This is a long-term process that we will be working on for the next few years."

"Leading up to the launch of the CRM solution we've focused on our internal communications to secure involvement across the company. To roll out a solution you need to make sure your entire organisation is ready. That's what it takes to be successful in the longer term."

"All our employees must understand the value derived from knowledge sharing – in itself and for the entire business. This is in perfect harmony with our long-term One Company strategy which aims to build greater coherence in our overall business," Michael Schad continues.

Good collaboration with Maconomy

"Now we have a CRM solution that gives us a full overview of the history, schedules, contacts and opportunities of all our clients. In the past we needed to have weekly meetings to coordinate the client knowledge held by all our employees, but now we use the CRM solution to accumulate knowledge."

"Maconomy has been a professional and competent collaboration partner for us throughout the implementation process in technical matters, and we are sure the solution will create value in our client relations in the future," Michael Schad concludes.

Creating value for Rambøll

Success criteria

Maconomy's CRM solution has given Rambøll a number of business benefits, including:

- Greater client focus in the organisation
- Full transparency in client history and relations
- Full integration to Rambøll's ERP solution to secure streamlined workflows
- New employees are brought faster up to speed on client relations and are able to get a quicker overview of the history, activities and projects of the clients

“Maconomy's CRM solution has provided greater transparency in our client relations to help secure that all our clients receive a professional treatment

Michael Schad, Market Manager, Rambøll Denmark