PeopleGroup is one of Denmark’s most powerful communications groups. With over 240 employees in 10 distinct sister agencies, PeopleGroup offers a full range of competencies in advertising, communication, media and content to meet their unique client needs.
PeopleGroup

Challenges
• PeopleGroup’s unique needs required a business management solution capable of handling their rapidly growing international network and client base while streamlining their project management and administrative processes.
• Staff manually registered time or created job proposals using Microsoft Word or Excel.
• Their expanding group had no common system to share information, data or ideas with each other.
• PeopleGroup lacked profitability analysis and had no integration between the invoicing system and budgeting.

Solution
• WorkBook’s purpose-built agency management system eliminated redundant timekeeping, manual calculations of Work In process (WIP) and time spent collecting data to produce reports.
• The centralized solution provided full transparency into client management and project accounting across all 10 sister agencies.

Benefits
• Achieved a helicopter view of the business and production activities.
• Increased competitiveness without reducing margin (22% profit margin compared to the 15% industry standard).
• Gained greater accessibility to files and resources, enabling them to share competencies across the company’s many sister agencies.
• Controlled hours spent on multiple jobs, detailed descriptions, price estimates and requisitions.
• Streamlined project management and administrative processes.
• Created better value for their clients.

“We’ve been able to reduce our administrative operations by 50%. WorkBook reduces the time spent on reporting and data management while preventing any mishaps. It’s the best solution on the market – no other system delivers the same competencies.”

Peter Schmidt, Partner, Ad People