Customer Case Study

**Veritas**

**Cloud-based Agency Solution Delivers Real-time Information Access**

Veritas Communications is a North American agency that walks the line between public relations and marketing to inspire positive word-of-mouth and drive brand preference. The agency specializes in influencer marketing and reaching brand advocates through digital, social media, promotional and traditional channels. Veritas is part of the MDC Partners Network and is headquartered in Toronto with an office in Montreal with a satellite office in New York.

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**Company:** Veritas Communications  •  **Headquarters:** Toronto, Canada  
**Industry:** Public Relations  •  **Founded:** 1993  •  **Employees:** 70

www.veritasinc.com
Veritas

Challenges
• Veritas was trying to efficiently manage its rapidly-growing, fast-paced agency with an out-dated project management system.
• The agency needed to reduce redundant administrative processes and get a complete view of their business to support their planned growth.
• It was absolutely necessary to have a system that is user-friendly and scalable, while providing real-time information accessible to the agency.

Solution
• Veritas implemented the WorkBook agency management system in 8 weeks.
• WorkBook helps Veritas to gain greater transparency and better visibility and approval of time and expenses as well as project billing.
• Veritas acquired the Cloud-based version of WorkBook and can access the system anywhere, anytime.

Benefits
• WorkBook has helped Veritas streamline project management and administrative processes.
• Veritas adopted a ‘train the trainer’ approach to roll out Time & Expense to the end user community.
• With real-time information, the agency can provide flexible pricing options to meet client needs.
• They now have a scalable, industry-specific solution to support their growth.

“This is an exciting development for our company. We are very much looking forward to the gains in efficiency and the rapid implementation of a cloud-based, industry-specific solution.”

Ray Siu, Chief Financial Officer, Veritas Communications