Customer Case Study

We Are Social

Less time Reconciling Disparate Systems; More Global Collaboration

We Are Social is a growing global agency that delivers world-class creative ideas with forward-thinking brands. They believe in people, not platforms and the power of social insight to drive business value. They call this social thinking. We Are Social is part of the growing Blue Focus global network and has over 800 people in 11 offices in New York, London, Paris, Milan, Munich, Berlin, Singapore, Shanghai, Beijing, Dubai and Sydney. Clients include Adidas, Netflix, Google, HSBC and Audi along with a number of regional and local brands. We Are Social’s mission is to put social thinking at the centre of marketing.

Company: We Are Social • Headquarters: London, UK
Industry: Social Media Marketing and Communications
Founded: 2008 • Employees: 800
wearesocial.com/uk
We Are Social

Challenges

• Multiple companies/business units globally working on the same global clients and projects
• Disparate bespoke business systems
• Limited collaboration. Everything was done outside their business system
• Manual resource management using spreadsheets
• Lack of real time reporting

Solution

• We Are Social sought an ERP system to do revenue forecasting, plan for resources and projects as well as support financial and inter-company operations
• The fully integrated agency management system provides the flexibility to adapt to their growing global business needs
• Implementation included rollout to 10 offices across the globe
• With an intuitive interface based on html5 technology, the system enables fast user adoption

Benefits

• We Are Social can respond in real time to changes in client’s program of work
• Employees spend less time reconciling disparate systems and now have more time to focus on adding value
• Since implementing the integrated system, the agency has improved visibility of resources and projects and greater collaboration between teams
• Complete transparency into clients, projects and resources has led to better project health
• Real-time capacity view for everyone in the agency has provided better information for scheduling and hiring decisions

“We’ve been looking for a new ERP system for some time. When we got in touch with WorkBook, we found that it was a perfect match for our global business. I’m confident that WorkBook can support us as we continue to grow.”

Chris Hughes, Global Financial Controller, We Are Social