

Customer  
Case Study

# Profero

## Five systems in one

*“Deltek Maconomy aligns our internal systems with how we run our organization, from job-bagging, project control and project reporting. Crucially, Deltek enabled Profero to continue to run its five business units independently, while producing consolidated data across the whole organization.”*

» Chris Cater, Financial Director, Profero UK



### The challenge

Historically, Profero had been using two separate basic business management solutions, which were implemented about three years after the company’s launch to support its business processes. As the business grew, it was clear the disparate systems were becoming ineffective and creating a lack of continuity within the organization.

Chris Cater, Financial Director of Profero UK, explains: “Our original business management software was designed for a relatively small company of under fifty people. But as the company grew, it soon became clear that we needed a far more comprehensive system that could scale with us and help us meet our strategic organizational goals.”

In 2009 Profero decided to change the structure of the company and group its five separate limited businesses under one brand. To achieve this successfully it needed a business management system that would enable it to support work planning and capacity control and keep pace with changing business requirements in the future. Critical daily activities such as client reporting also needed to be integrated with the finance department and the project management software to enable complete visibility into resources across the entire organization.

### The solution

After a thorough selection and evaluation process, Profero selected Deltek’s integrated professional services solution including Deltek People Planner to optimize work planning and Deltek Maconomy Analytix for business intelligence on the company’s financial health. The decision to deploy Deltek Maconomy was primarily based on Deltek’s strong proven track record in the marcomms sector and ability to deliver tangible business benefits.

Once the decision was made to implement Deltek’s comprehensive end-to-end ERP solution Maconomy, the board was quick to support the program and to push ahead as swiftly as possible.

“The board gave us a very short timeline for implementation,” said Cater. “They wanted the system up and running as soon as possible so implementation started the following month.”

Profero implemented the Deltek Maconomy software in record time, backed by the commitment of both parties to hit the tight deadline. Following board approval in May 2009, Profero carried out a soft launch within the finance department on 15 October 2009, followed by a company-wide roll-out on 1 January 2010.

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According to Cater: "Turnaround to completion was around five months, which was extremely fast. It took a lot of work from both parties, but Deltek was very committed to making it happen. We had the full backing of the board, who understood that changing our business structure required proper support from a robust software solution."

**Results**

Deltek's ERP solution Maconomy software has enabled Profero to distribute information across the business much more effectively. Rather than different departments using separate systems as was the case in the past, now, anyone within the business can have access to vital financial and project data, in real-time.

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Cater continued: "We are now implementing Deltek Maconomy in our New York office, which will allow us to run the accounts through the UK office. The system will be managed locally but there will still be complete visibility through the one system. In total, we have about 15 offices worldwide, with four main hub offices. Our long-term strategy is to implement Deltek Maconomy globally in our key hub offices."

"Projects account for 70-80 per cent of our business,"

» Chris Cater, Financial Director, Profero UK

**About Profero**

**Overview:** Profero is a leading digital marketing agency based in the UK. Working with blue-chip brands such as Universal, Channel 4 and Getty Images it boasts a £15 million revenue per year. As a marcom agency it is naturally a project-based organization, tackling more than 500 projects per year as well as servicing around 40 clients.

[www.profero.com](http://www.profero.com)

**The Deltek Advantage**

**The key success factors for Profero**

- Consolidate five independent business units in one solution
- Align solution with actual project management processes of the organization
- Ensure long-term solution scalability for global roll-out

**Solutions:** Deltek's enterprise solution Maconomy, Deltek Maconomy Analytix and Deltek People Planner

Deltek (Nasdaq: PROJ) is the leading global provider of enterprise software and information solutions for professional services firms and government contractors. For decades, we have delivered actionable insight that empowers our customers to unlock their business potential. Over 14,500 organizations and 1.8 million users in approximately 80 countries around the world rely on Deltek to research and identify opportunities, win new business, optimize resources, streamline operations, and deliver more profitable projects. Deltek – Know more. Do more.® [deltek.com](http://deltek.com)