

## Customer Case Study

# Greycon

## Deltek enterprise solutions looks good on paper at Greycon

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» Richard Sedgwick,  
Financial Director,  
Greycon

**Pressure to become more competitive, cut costs and waste, improve efficiencies and enhance service levels are prevalent in today’s manufacturing environment. Greycon, which provides advanced planning and scheduling technologies, is helping companies to meet those objectives.**

The company, which originated 25 years ago from the Industrial Systems Group of Imperial College in London, initially developed software for the paper and board industry. Today it implements optimisation-based solutions for production planning, scheduling and execution in manufacturing.

Greycon supports its software solutions with a broad range of services to ensure effective implementation, with its consultants offering functional and technical support and expert project management.

### **Plethora of systems**

With operations in multiple countries, the company was using a plethora of different accounting and reporting systems to control its projects – with the result that many were run inefficiently, or even at a loss.

Financial Director Richard Sedgwick, who joined the company in 2006, set about addressing these issues. He explained: “All of our solutions are about helping manufacturing companies to optimise their operations, yet

we weren’t applying the same principles to the financial management of our own business.”

Tighter financial management was absolutely essential given the company’s ambitious growth plans. Greycon has acquired companies in Uruguay and Sweden and is looking at further acquisitions, as well as setting up new operations in China. Greycon is also seeing substantial growth in sales of its newest software for running paper mills.

“Our goal has always been to operate as one company, with the ability to move people from region to region,” said Sedgwick. “Projects can involve people from several countries and business entities within our organisation, resulting in complex inter-company trading, so rationalisation of accounting was fundamental.”

He added: “Getting all of the different systems that we had to talk to each other was an absolute nightmare. There were many inter-company issues that were taking too long to resolve, meaning that accurate accounts could be weeks late. Also some projects in early reports looked very profitable, but when all the transactions were properly recorded were actually less so.”

### **Fully integrated solution**

Working at a previous company, Sedgwick had already used Deltek Maconomy, a fully-integrated enterprise solution featuring broad and deep finance and project management capabilities developed specifically for

professional services organisations.

“In our review of systems at Greycon, we looked at a number of solutions, such as Microsoft Dynamics GP, Navision, Sage 1000, SAP Business One and Access,” said Sedgwick. “However, some fell down because they couldn’t handle multiple jobs across multiple companies and currencies, or they needed specially written code or incurred additional web portal and maintenance costs. Fundamentally, we needed a single, integrated, web-based financial solution to meet our requirements. With previous experience of using Maconomy, I knew it would work for us.”

Sedgwick’s previous dealings with Deltek gave him additional confidence. “When I asked, ‘Can the software do this?’ sometimes the answer was, ‘No’. That was refreshingly honest when other vendors said ‘Yes’ to every question. Deltek struck me as being truthful and professional, and I thought ‘I can work with this company’.”

### **Improved efficiency and visibility**

Deltek Maconomy’s financial management capabilities can deliver improved efficiency and greater control of back-office processes. It provides an end-to-end financial engine that underpins all project time and expense and resource planning across an organisation.

With the selection of Deltek Maconomy made, Sedgwick and his team set about implementing the software and matching the software’s capabilities to its existing financial processes, and where necessary changing those processes to enable improved efficiencies and cost savings.

“Accurate time collection is key to optimising project and resource management, managing costs and driving profitable outcomes across our business,” said Sedgwick. “Deltek Maconomy enables our consultants to fill in time sheets and expenses online, wherever they are in the world. Once in the system, we can push the forms through the approval cycle, prompt a project manager to raise an invoice or automatically email the finance department to do so.”

He added: “A project manager can track all expenses related to a project, report the status of each job, compare costs against budget, and receive an early warning of anything going wrong. We have 15 project managers using Deltek Maconomy, plus five people in finance, and everyone gets the same picture of what’s happening through Deltek Maconomy’s excellent reporting. It just means we have complete visibility and can operate seamlessly across our global operation.”

One key area where Deltek Maconomy has provided benefit is in software support. “In the past pinning down time and costs was a bit like nailing jelly to a tree,” explained Sedgwick. “Now, with improved monitoring, we can really keep on top of support jobs, and deliver support more accurately and cost-effectively.”

### **A real eye-opener**

Deltek Maconomy’s reporting capabilities will be, according to Sedgwick, “a real eye-opener for our senior management team. The company was founded by IT guys and is essentially IT driven, with finance being seen as not so important. With meaningful financial reports in such detail they will immediately see the bottom-line benefits.”

Benefits have become evident in inter-company transactions across different geographies. “Before we had a lot of mismatched transactions and reconciliation was often difficult between different countries operating in different currencies. Deltek Maconomy has smoothed all of that out, and we have a much more simplified business - and everyone is talking the same language at financial year-end.”

Sedgwick estimates that, in terms of ROI, the ability to ensure accurate transaction reconciliation alone will justify cost of implementing Deltek Maconomy. Added to that are the benefits of time and effort saved by the project managers in filing in timesheets and expenses, optimising resource utilisation and ensuring projects are costed more accurately and are more profitable.

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Sedgwick concluded: "Overall, we have had a very good experience of working with Deltek. They genuinely deliver on what they promise and, if any problems arise, they solve them."

**About Greycon**

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**Overview:** Greycon is dedicated to developing and implementing optimisation-based solutions for production planning and scheduling particularly for the paper, printing, plastic film and non-woven industries. Established for over 25 years, Greycon systems are now installed in over 400 plants world-wide, spanning all continents.

For more information visit [www.greycon.com](http://www.greycon.com)

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