

Experian, UK

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Experian Integrated Marketing is a business unit of global information solutions company Experian. It was formed in mid-2007 by merging parts of independent business Clarity Blue with parts of Experian to integrate the group's UK marketing data, processing and database management activities. EIM is a full-service marketing consultancy that works with clients to find ways to turn customer intelligence into competitive advantage. The unit has full access to Experian's data resources and all its customers are Tier 1 companies in telecommunications and banking.

Business Need

When it was launched, EIM predecessor Clarity Blue knew its operations were likely to grow very fast and to expand to other countries within a short period of time. The operation needed a very simple, scalable accounting and job costing package that would support this rapid growth, as well as being easily extendable to work in other countries and currencies.

Solution

EIM chose HansaWorld Enterprise for its scalability, integration, flexibility and easy customisability. The firm started with a relatively standard accounting and job costing solution for 35 users, but has since expanded its use of the system dramatically. There are now 450 users across multiple sites and companies, using functionality including accounts, order processing, quotations, job costing, repetitive invoicing, expenses, graphical scheduling, calendar, to do list and consolidation.

Results

EIM's Matti Zadok says EIM has been "constantly impressed with the flow of new functionality added to HansaWorld. Some of the features are really unusual and not found in other software packages that we have used, for example the ability to attaching documents or comments to journal entries. The ability to copy and paste from Excel directly to HansaWorld saves hours and in some cases days of journal entry time, and enables us to meet tight timetables."

EIM has also adopted the integrated graphical scheduling system and is considering how features such as SMS alerting and automatic exchange rate entry might make the company more efficient.

"The key point for us is that so many different areas have been implemented in one application and MS SQL datafile," says Matti Zadok. The company's move to the SQL Server version of HansaWorld has enabled it to build an extensive, customised resource reporting suite. "We use VBA and SQL to pull information out of the SQL database into Excel, and then we run Pivot Tables on this data real-time. We've automated the requesting and scheduling of resources and have a heavily customised reporting engine that allows us to budget for resource requirements for each of our jobs, and reforecast for requirement changes for every person, for every week and every job."



"We've totally transformed our weekly project tracking and management reporting," adds Matti Zadok. "For example, product profitability and staff chargeability reporting empowers our management to take far more informed decisions. This is all possible as a result of the extensive analysis possibilities within HansaWorld, the logical data structures, and the ease of making minor customisations to support our reporting needs."

Matti Zadok says that in addition to its unparalleled functionality, "we have found HansaWorld Enterprise amazingly intuitive and user-friendly. This results from a very consistent approach to product design, so we always know where to find functions. Drag and drop, drilldown and shortcuts to all regularly-used features have considerably simplified the use of the system."

During the four years ClarityBlue and now EIM has been running HansaWorld the firm has experienced very few problems, almost all trivial and connected with customisations rather than the core system. These were resolved quickly, with no impact on the core business.

Matti Zadok says the quality of the support HansaWorld has given EIM has been impressive. "They have been exceptionally quick in responding to our needs by specifying, writing and testing new functionality. There have been several small changes that we didn't anticipate, something that is inevitable in a project of this complexity, and they're been very flexible in accommodating us."

"We are not aware of any other systems on which we could have achieved so much for anything like the money we have paid for HansaWorld," concludes Matti Zadok.

"In particular, the customisation language, HAL, allows us to make relatively significant changes at relatively insignificant cost – including adding new data registers and integrating these with existing functionality."

About HansaWorld

HansaWorld provides integrated business solutions including financial accounting, ERP, CRM, e-Business, retail (POS), production and hotel software. The products are available in 27 languages and work with almost all known operating systems. The vast majority of the 69,000 HansaWorld installations are for small and medium sized businesses, but include also many subsidiaries of large international groups.

