



**WHAT'S THE**

**RETURN ON INVESTMENT**

**GOING TO BE ON YOUR**

**CONSULTANCY MANAGEMENT SYSTEM?**

**synergist<sup>®</sup>**

## *What are your goals for a consultancy management system?*

Increase profitability? Save staff time? Pull everything together into one? Whatever your priorities, you'll want to make sure your investment in a new system is going to pay its way. So let's talk about return on investment.



Our clients have given us remarkably consistent stories about their ROI across the entire 16 years that Synergist has been delivering consultancy management systems. But what are the specific areas of ROI contribution? Here are the main ***three ROI contributors*** our clients talk about most.

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This is the 1st of a series of ten 3-minute reads introducing consultancies to what Synergist can do.



## 1

# LIVE VISIBILITY OF ALL YOUR PROJECTS

## *Discover at a glance*

the progress of each of your projects. Are they on schedule? And on budget?

You also get an automatic

## *Early Warning Alert*

the moment a project starts to slip, so you can do something about it before it's too late. How do you even begin to calculate the true

value of this to your business?

It's a feature that makes the difference between weeping over unexpected disasters at the end of each month and preventing them happening in the first place.

And then there is the ability to ***pull everything***

***together*** into one living, joined-up system at last.

When it comes to Return on Investment, live project visibility always comes pretty much at the top of the list as judged by our clients. Once you've experienced a system where everything is fully connected, no practice ever dreams of going back to running their business in the dark again.

“

Today, we could not envisage working without Synergist. We've just recommended it for one of our subsidiary companies.

“The normal rules of ROI don't really apply, because  
”  
the benefits are so much greater than the costs.

*Steve Laird, Group Finance Director,  
On Line Design & Engineering*



## 2

## EFFICIENT RESOURCE PLANNING

**Scheduling your  
consultancy efficiently**

is one of the hardest things  
to do in a busy practice.

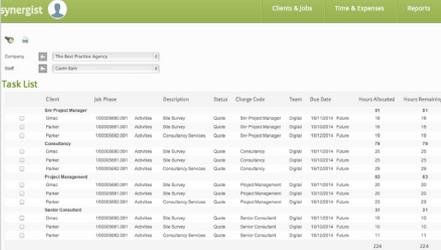
Luckily, it's also one of  
those applications that  
lends itself perfectly to  
management systems, so  
much so that many of our  
clients cite it as the feature  
that made the most dramatic

effect on their business.  
Its simplicity makes it  
particularly compelling.

***It saves time, reduces  
errors, optimises  
complex workloads in  
seconds and is easy  
and fast to use.***

It's no wonder that it's  
often the first thing that  
practices want to see when

considering a new manage-  
ment system.



Client	Job Phase	Description	Status	Charge Code	Team	Due Date	Hours Allocated	Hours Remaining
Bar Project Manager	16							
Client	16000000-001	Analysis	Quote	Bar Project Manager	Digital	16112214	16	16
Partner	16000000-001	Analysis	Quote	Bar Project Manager	Digital	16112214	16	16
Partner	16000000-001	Analysis	Consultancy Services	Quote	Bar Project Manager	Digital	16112214	16
Consultancy	16000000-001	Analysis	Quote	Consultancy	Digital	16112214	16	16
Client	16000000-001	Analysis	Quote	Consultancy	Digital	16112214	16	16
Partner	16000000-001	Analysis	Quote	Consultancy	Digital	16112214	16	16
Partner	16000000-001	Analysis	Consultancy Services	Quote	Consultancy	Digital	16112214	16
Project Management	16000000-001	Analysis	Quote	Project Management	Digital	16112214	16	16
Client	16000000-001	Analysis	Quote	Project Management	Digital	16112214	16	16
Partner	16000000-001	Analysis	Quote	Project Management	Digital	16112214	16	16
Partner	16000000-001	Analysis	Consultancy Services	Quote	Project Management	Digital	16112214	16
Senior Consultant	16000000-001	Analysis	Quote	Senior Consultant	Digital	16112214	16	16
Client	16000000-001	Analysis	Quote	Senior Consultant	Digital	16112214	16	16
Partner	16000000-001	Analysis	Quote	Senior Consultant	Digital	16112214	16	16
Partner	16000000-001	Analysis	Consultancy Services	Quote	Senior Consultant	Digital	16112214	16
Partner	16000000-001	Analysis	Consultancy Services	Quote	Senior Consultant	Digital	16112214	16
							224	224

In terms of ROI,  
resource planning delivers  
tangible results in fast-  
changing consultancies  
every day.

“

Last year, in our first full year of running  
a complete implementation of Synergist, we  
increased our profit margins by over 30%.

”

*Jonathan Whiteside, Co-Founder  
Building Blocks*



## 3

## CAPTURING LOST COSTS

### *The invisible problem*

Without a consultancy management system it's impossible to even know how many chargeable hours escape each month. It's like living in a house with no insulation. How much precious heat disappears into thin air? You only know when you insulate and see the difference in bills.

### *The scale is huge*

Our clients are always amazed at the scale of it. Without a cohesive system it's so easy for people to sidestep little things when racing to fix bigger ones like tough clients, tight deadlines and skills stretched to maximum. Pausing to capture stray hours is low on the list.

### *What a difference*

But Synergist puts the spotlight on those hours, making it easy to quickly allocate them to the project. Fixing leaks often pays for the new system many times over. We've seen busy practices struggling to make a profit turn into thriving, profitable companies because of this factor alone.

“

We are also very happy with Synergist's support. I would happily recommend synergist

”

to another consultancy firm”

*Julie Cole, Financial Controller,  
The Environmental Dimension Partnership*



# synergist<sup>®</sup>

[www.synergist.co.uk](http://www.synergist.co.uk)  
01625 572 690

Implementation and consultation by



[www.magnifeye.co.uk](http://www.magnifeye.co.uk)  
01455 553 246