

DRIVING CONSULTANCY GROWTH



DRIVING GROWTH is a prominent reason why many consultancy management systems are purchased in the first place – it’s certainly a major factor for businesses choosing Synergist. Attaining scalability, gaining financial order and building the foundation for the delivery of a company’s ambition – these are all at the highest level of a firm’s strategic thinking. See what business managers told us about it.



1 INCREASING CLIENT UPSELLING

Several managers made the connection between implementing Synergist and a subsequent rise in upselling:

- *“Upselling takes place now. Before Synergist, we wouldn’t have been able to achieve that. Having the data makes all the difference.”* Lisa McLaren, Director of Finance of a projects-based consultancy.
- *“It’s given [the team] more of a sense of responsibility, more discipline. They have become much more commercially minded now. They understand margins. It’s also helped our account managers and account directors earn more from existing clients.”* Steven Clark, Financial and Commercial Manager, Tayburn.



3 IMPRESSING POTENTIAL CLIENTS

Can your consultancy management system help you win new work?

- *“Our clients like it and we have some huge clients, like ConocoPhillips, Total and TATA. They like the way we can give them details of time and costs on projects. Today, they want a certain level of transparency, and they demand periodic audits, where they come in and analyse the entire system. We sail through those audits every time.”* Steve Laird, Finance Director, On Line Design & Engineering Ltd.
- *“Clients need to know where we are and how much we are spending, and we need to keep up with profit levels, time spent and the degree of progress on individual jobs. Having made the decision to install Synergist we have not looked back.”* Matthew Fairweather, founder of the business in his name.
- *“Our client procurement teams are also happy. That’s because we are transparent and so we’re seen to be trustworthy.”* Chris Ross, Managing Director of RLH.

2 GAIN FINANCIAL CONTROL OF YOUR BUSINESS

It’s fascinating to hear so many companies tell us that they simply didn’t have full financial control of their business before they implemented Synergist.

- *“Compared with EDP’s previous manual (Excel) processes, the seamless way that timesheets are automatically uploaded into the system is appreciated.”*
- *“The integration with Sage accounts has assisted with recording sales, leading to quicker debtor analysis and debt chasing, therefore improving cash flow for the business. Costings can now be analysed and lessons learned, leading to better project management in the future.”*
- *“Perhaps the single biggest benefit of all is the instant way we now get the overview of all the projects summarised together at any one time, showing values and work in progress.”* Julie Cole, Financial Controller, EDP.
- *“What Synergist delivers in terms of financial control is fantastic.”* Steven Clark, Financial and Commercial Manager, Tayburn.

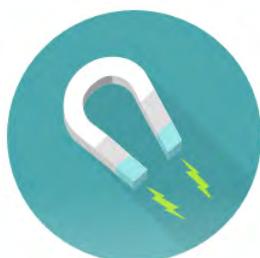
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4 SEIZING THE MAGIC MOMENT FOR GROWTH

Are there magic moments when you should make a decision? Perhaps not, but there are certainly turning points. Here, business managers using Synergist told us about theirs.

- *"A key element of success is in seizing the moment. You have to look yourselves in the mirror and decide what you want to create. You have to decide to make it happen. Everything flows from that"* Gareth Moore, Chief Operating Officer of a project-based company.
- *"There comes a time in every agency's life when you stand back and have to decide where you want to take it. We decided to get serious. Preparing the agency for growth, getting the basics right...and getting a serious system to drive through the efficiencies, give you what you need and be able to grow with you. These were long-term decisions. Getting Synergist was a key part of it, and I'm glad we did it."* Mark Beaumont, Founder of Manchester project-based firm.



7 CONTINUOUSLY DEVELOPING YOUR BUSINESS

When London-based Draw implemented their Synergist system they discovered that it delivered an unexpected bonus to them...

- *"The concept of marginal gains in elite sport was made famous in the London 2012 Olympics when Team GB cycling won a record 8 gold medals. It's all about making aggregated small gains in many areas to improve overall performance, sometimes with massive results. Our new system makes it easy for us to do precisely this now."* Kent Valentine, Director, Draw.

6 DELIVERING ON YOUR COMPANY'S AMBITION

How important is ambition to your business?

- *"Getting Synergist was at the very beginning of our more ambitious thinking. At that time, we stood back and thought through our production process for the Synergist implementation, and it made us realise just how much we wanted to grow."* Gareth Moore, Chief Operating Officer of a project-based company.

8 HANDLING NEW BUSINESS OPPORTUNITIES

Managing new business opportunities is something that most consultancies don't even think about when looking at a new system. But as unexpected bonuses go, it's another tangible contribution to consultancy growth.

- *"Synergist helps us throughout our whole process. From monitoring our lead generation, pipeline and new business activity all the way through to setting up client projects and monitoring their health. We check the business pipeline weekly with Synergist – it's essential. Which projects are 95% likely to come in? 75%? 50%? It helps us decide what resources we need to start pencilling into projects. Things happen fast here. You have to keep on top of it."* Sarah Weller, Managing Director London, Mubaloo.

5 MAKING A CONSULTANCY SCALABLE

How can a management system help your plans to grow? By supporting your growth from 10 people up to several hundred, all with exactly the same software.

- *"Synergist gives us scalability. It's all about growth. It makes growth more manageable."* Steven Clark, Financial & Commercial Manager, Tayburn.
- *"While with Synergist, we've grown from a £12m-£13m company to one that is about three times that size. Synergist has played a part in that."* Steve Laird, Finance Director, Online Design & Engineering Ltd.
- *"Synergist has helped us be more scalable. People are more empowered now. Decisions that used to drop relentlessly into my lap every day are now taking place with no fuss. That's a payoff that keeps on paying."* Nigel Wilson, Managing Director of a project-based business.

