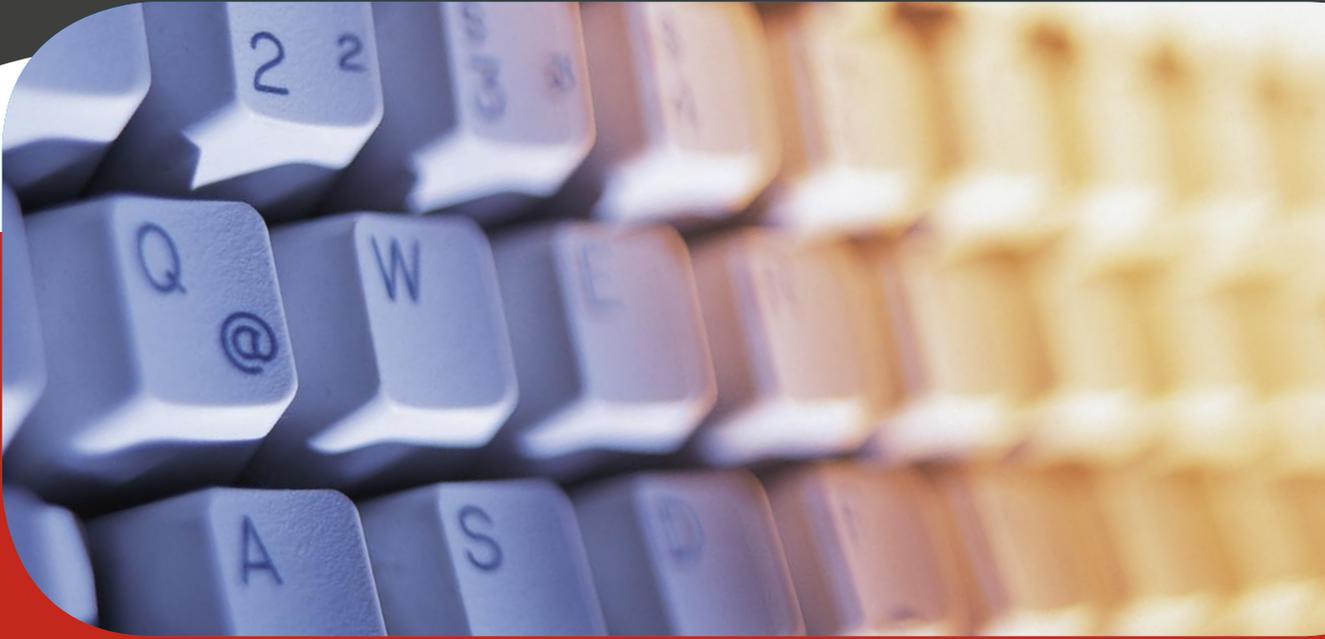


CASE STUDY



Location:
Thailand
Company:
Creative Inhouse





OVERVIEW

Creative Inhouse Ltd is an independent, mid-sized advertising and branding agency based in Bangkok, specializing in luxury brands and delivering innovative communication solutions that cut through the clutter. The agency provides a growing list of local and international clients a total branding service, using a holistic and three-dimensional approach based on the five core characteristics of its corporate culture: instinct, intelligence, inspiration, integration, integrity. Inhouse is proud to be a member

of ICOM, the leading international network of independent advertising agencies, with some 77 member agencies in 58 countries with over US\$ 2 billion in billings.

Location: Offices in Bangkok, Thailand

Staff: 40

Clients Include: Conrad Hotels, Hilton, Starwood, W Hotels, Royal Orchid Holidays, CB Richard Ellis.

WHY PROAD?

Inhouse prides itself on its client service, and aims to become not just a client supplier but a partner. "We wanted a system that helped to ensure we were on budget and on time... every time. We researched the different systems on offer. However, it was clear to us that PROAD really understood our business and that it was designed by experts with a unique knowledge of our industry. As a branding agency we often have specific workflows and lengthy timelines and PROAD understood these exact requirements.

One of our main objectives was we wanted a system that made it easy for us to track time. The key was a tool that was easy enough to use so our employees would be more likely to use it. From a timesheet entry perspective, PROAD is simple to use and requires little training. We also wanted a system that would allow us to create

reports on time that could be allocated by each client, project or staff member. PROAD has a really easy-to-use interface coupled with powerful reporting capabilities which really made PROAD stand out from the competition."

THE RESULTS

Implementation was straightforward and helped us to learn about our business and establish best practices. For the first time we were able to analyse our business and make informed decisions. We were never really sure how much valuable time we were spending on projects, how much we should be charging for our time, and which clients we were spending the most time on. With PROAD we no longer worry about the inaccuracies inherent in hand written timesheets, such as incorrect job numbers. And PROAD allows users to add time to a job as they do the work, meaning time is updated to jobs in realtime.

PROAD's ability to link with our accounting system also means that we are able to maintain standard back office solutions

without the need for reentry of information.

PROAD's easy to use interface and quick and flexible methods of entering time and costs means staff are using the system on a day to day basis. Having a central store for data means that we are able to streamline many administrative functions and service our clients better.

PROAD has helped us to manage the significant growth of the agency by giving us the structure and systems we need. We have been using PROAD for six months now, and over that time it has become an integral part of our business.

