

Clients & Profits Case Study



Company:
M/C/C
Dallas, Texas

Business:
Full Service Ad Agency

Staff:
52 Full-time

System:
Clients & Profits Classic
My Clients & Profits!
Macintosh
Windows NT

Before dot-coms, PDAs, and everyday techno-gadgetry, Mike Crawford was a top-notch marketer for a global telecom company. As an executive looking for a high-tech marketing partner, he quickly figured out that there wasn't even one agency that specialized in high-tech. So in 1986, Mike set out to fill a growing need. He founded MC Communications (later shortened to M/C/C) and gave himself 90 days to get his first client. In only three weeks he had his first client and was well on the way to creating one of the nation's leading high-tech marketing agencies.

His strategy is simple: "You have to understand technology to sell technology," Mike says. And he certainly understands technology. Now M/C/C is ranked in the top 25 business-to-business agencies by Advertising Age magazine.

Eliminating barriers between departments

With a staff of more than 50 and annual billings of \$15 million, inter-departmental communication is crucial to create a consistent message. In fact, M/C/C flattened their hierarchy by eliminating the barriers between traditional departments.

"Most companies have a chain of command," says director of operations Angela Doucet, "but we don't have that." All employees are empowered, so everyone holds a stake in the final result. And with Clients & Profits in place, all the information the employees need to get the job done is in one, central database.

With workflow integration and employee empowerment key to M/C/C's success, selecting Clients & Profits was a natural choice for its management software. As an integrated, easy-to-learn system, everyone has been able to use it.

The agency first purchased Clients & Profits PLUS in 1993, then upgraded to Clients & Profits Classic 4 in July 2000. They use all the features of Clients & Profits Classic, from electronic job tickets to traffic, time keeping to job costing, and media to financial accounting. Angela can quickly generate any report she needs using Clients & Profits. "It's enlightening," she says.

"What were we thinking?!"

When Angela joined M/C/C, the shop already had Clients & Profits PLUS, an early '90s forerunner of Clients & Profits Classic. It was chugging away in the background, tracking jobs and managing the books.

While there weren't any major problems with the way the staff was using the software, Angela soon realized that people who were using it weren't properly trained—or if they were, they weren't using the software correctly. She knew Clients & Profits could be used more productively, so she started investigating the newest upgrade, Clients & Profits Classic, which was released in 1997.

After two years of drooling over an upgrade, the agency finally purchased Classic. Angela was so thrilled with

Workflow integration and employee empowerment key to M/C/C's success, so selecting Clients & Profits was a natural choice for its management software.

"It's enlightening."

— Angela Boucet
Direction of Operations

Clients & Profits Case Study M/C/C

After years of using an early 90's version of Clients & Profits, rumors were spreading throughout the agency that it was junk. But while evaluating other agency management applications, they realized that they'd have to purchase several programs to replace all that Clients & Profits can do. After upgrading to Clients & Profits Classic, the whole agency is now behind the software.

the new software. "What were we thinking?," says says, "We should have done this sooner!"

Five years after first installing Clients & Profits PLUS, only four people were using the software. Angela wanted everyone to have access so they could enter their own time. They more than doubled their user licenses so more people could have access to the data, and they could increase the efficiency of inner-office communication. But they still weren't using the software to its fullest.

Rumors and realizations

Rumor was spreading throughout the agency that Clients & Profits PLUS was "a hunk of junk," Angela says, "because it wouldn't do what people wanted it to." They started considering other agency management software applications, including Adman, 4th Power, and others available at the time. During their evaluation of other software, they gave Clients & Profits a call. "They realized that Clients & Profits does do what they need," Angela says, "they just didn't know."

It didn't take long to realize that they'd have to purchase several software programs to replace all that Clients & Profits can do. Now users are asking "what else can we do?" Now, the whole agency is behind the software.

Even though users were logging in and out of Clients & Profits, the traffic demand was sometimes greater than

their total user licenses. Angela wanted everyone to be able to log onto the database whenever they need to, so when My Clients & Profits! was released in late 2000, they knew they'd found the answer. Using the My Clients & Profits! web server, M/C/C staff can log into their Clients & Profits database through a web browser from anywhere—both inside the office and on the road—to check on jobs, add time, and monitor costs.

High-tech solutions

Now with Clients & Profits, this high-tech agency can stay on top of jobs from anywhere their work takes them, even if it's just down the hall. Whether handling a media tour for Raze Technologies, a cyberactive launch for Intellivoice, or public relations for Fujitsu, M/C/C relies on Clients & Profits to keep them on the cutting edge of their work, just like their clients rely on them to stay ahead of the technology curve.

"Buying technology is NOT like buying frozen peas," Mike says. "When was the last time you spent two months researching frozen peas?"

"They (the staff) realized that Clients & Profits does do what they need."

— Angela Doucet
Director of Operations

For information about Clients & Profits, call (800) 272-4488