



Rapid Migration Creates Immediate ROI

Overview

Country or Region: New York City, NY

Business Situation: Need for Rapid Deployment to replace system of former parent company.

Solution: Customer chose Microsoft Dynamics and Queue Associates to make a rapid quality change.

Benefits: Immediate savings of \$20,000 per month for every month of delay that was avoided!

"We were up and running in a very quick time period. The biggest thing for us from a business needs perspective is that we have to have staff enter time and we need to get our billings out the door."

MWW CFO Seth Rosenstein

The Client

MWW Group is one of the nation's top mid-sized public relations firms and one of the ten largest independent global agencies. The company is industry-recognized for its work in consumer lifestyle marketing, digital marketing and social media, corporate communications, public affairs and government relations, consumer technology, healthcare and visual branding.

Through its "Network PR" approach, MWW Group helps its clients re-architect the conversation surrounding their brands to increase trust and relevance and drive action among key stakeholders. Among its numerous awards for client work, the agency has been recognized as 2011 "Midsize Agency of the Year" and 2010 "Strategic PR Agency of the Year" by the Holmes Report and has received accolades from PR News for "Team of the Year," "Digital Firm of the Year" and "Top Places to Work in PR."



Microsoft Partner
Gold Enterprise Resource Planning
Dynamics SL Partner of the Year



Selecting the Right Platform: Microsoft Dynamics

In December 2010, when the founder of MWW Group decided to purchase the company he had sold in 2000 back from the Interpublic Group, the management team was presented with a variety of challenges, not the least of which was to determine what ERP (Enterprise Resource Planning) software to use to run the newly independent company.

The decision not to remain with the Interpublic Group's SAP solution was made early in the process according to Seth Rosenstein, MWW Executive Vice President, Chief Financial Officer. Interpublic Group was charging them \$20,000 per month to continue using SAP, so they needed to make a decision quickly between continuing to pay that fee, implementing their own SAP system, or choosing another alternative.

"After using it (SAP) from 2006 through 2010," explains Rosenstein, "we thought that the system was not as flexible as we needed it to be. We felt we could do more customization of reports using Microsoft Dynamics. On the investment that we made for the system, and the timing, we felt it was a better decision to move forward with Dynamics."

Queue Associates ability to replace SAP with Microsoft Dynamics in just seven weeks created an immediate return on investment for MWW of \$20,000 for every month they saved.

Selecting the Right Partner: Queue Associates

The greatest compliment a customer can pay to a trusted provider is to refer them to a colleague.

"I was referred to Queue Associates through a trusted colleague. We know that Queue has worked with other agencies in our business and felt it was a good fit for us," explains Seth Rosenstein. "The working relationship, the group of people who did the implementation, were a good fit for us."

A Gold Partner in the Microsoft Partner Network, Queue Associates was awarded the 2010 Microsoft Dynamics SL Partner of the Year Award in recognition of the high satisfaction scores received from their customers. MWW is clearly now one of those very satisfied customers.

"We were up and running in a very quick time period. The biggest thing for us from a business needs perspective is that we have to have staff enter time and we need to get our billings out the door. We were doing that in a six to seven week time period. That, along with the fact that we were able to do a soft close in February was very good."

"They're knowledgeable about the product, the people who work there are dedicated to their client, and we've been successful working with them."

Prepared for Growth

MWW was purchased back from Interpublic Group in part because the original owner saw significant opportunities to grow the company. As CFO, Seth Rosenstein is confident that his department is prepared to financially manage that growth.

"It's now economies of scale at this point in time. Because we have the main infrastructure in place, any type of growth we have, whether it be in different industries, or different geographies, or different currencies, they'll be able to handle the work for us. We've already engaged Queue to implement Microsoft CRM for us as well as creating a General Ledger for another of our companies."

About Queue Associates

Queue Associates, Inc, is a **Microsoft Gold Certified Partner** located in New York, New Jersey and London that supports professional service organizations worldwide. Queue's success in the New York Metropolitan Area supporting organizations such as **WPP, Omnicom, MWW, RLM, Makovsky and Marina Maher** allows them to provide low cost, repeatable solutions for Public Relation Agencies. Queue specializes in deploying the **Microsoft Dynamics SaaS (Software as a Service)** solutions that have been optimized for Public Relation, Advertising and Media organizations. These solutions include Financial Accounting, Project Management, Enterprise Resource Planning (ERP), and Customer Relationship Management (CRM) systems. Queue utilizes the **Microsoft Sure Step Methodology** to perform the following services: Diagnostic, Analysis, Design, Development, Deployment, Operation and Optimization for the Microsoft Dynamics Solutions.

