



Queue Associates Customer Solution Case Study

FITCH

Overview

Country or Region: United States

Industry: Brand & Design Agency

Customer Profile

Fitch WW, a WPP company, specializes in strategic design that deliver vivid brand experiences.

Business Situation

Fitch sought to consolidate worldwide project management data into one source of information giving visibility to all operating units throughout the world.

Solution

Queue Associates Implemented the Microsoft Dynamics solution and began consolidating their financial reports, and building their projects infrastructure to facilitate the reporting needed by management for analysis worldwide.

Benefits

- Allowed all business units to analyze project data
- Gave corporate office visibility into operations
- Reorganized and restructured business reporting

Renown Design Company Unifies Vital Project Data

“The delivery of a unified platform for management reports as well as having one resource for all project data has been extremely beneficial to project management.”

Ray Gnall – Queue Associates

Fitch is one of the world's best known brand & design companies. Totally consumer-focused, whose purpose, through design, is to deliver vivid experiences that enhance people's lives at every point of interaction. Fitch documented its project information on disparate systems and lacked an in depth project accounting across business units. Queue Associates, a Microsoft® Gold Certified Partner, provided Fitch with the Microsoft Dynamics solution that allowed Fitch to unify all necessary project data to a single source of information. With this solution, Fitch has reorganized and restructured key business reporting in turn giving the corporate office visibility into current operations.



A decision was made to acquire and implement Microsoft Dynamics which is an integrated financial and project accounting and reporting system...

Situation

Over the years, Fitch has developed an integrated, multi-disciplinary approach to retailing, reaching consumers through every point of interaction. As a result, millions of people have come in to contact with their designs through environments, products, packaging, digital media, brand identity and brand experiences and continue to do so. Fitch consisted of five companies – Fitch, Inc. (Powell, OH), AAD: Fitch, Inc. (Scottsdale, AZ), PCM: Fitch, Inc. (Scottsdale, AZ), The Leonhardt Group, Inc. (Seattle, WA), and Primo Angeli Inc. (San Francisco, CA). Each company used a different accounting system which made it difficult and unnecessarily complex to have a common set of accounting rules and procedures as well as reporting consolidated performance of the Fitch Group.

Due to this situation, Fitch Worldwide had been compelled to use spreadsheets and other external tools to fulfill its financial management, invoicing and project reporting requirements. Management visibility into the operations of the company was limited because there was no cohesive reporting and or management platform

to assist management with reports to help them grow their business. Fitch's disparate systems and lack of an in depth project accounting across all business units was putting a strain on project development and management.

Solution

A decision was made to acquire and implement Microsoft Dynamics which is an integrated financial and project management & accounting and reporting system. Queue Associates began the project by revisiting their financial reports, then working backwards and building their project infrastructure to facilitate the reporting needed by management for analysis.

The project was organized into two Phases. Phase 1 was the implementation of the Powell, OH company and the two sites in Scottsdale, AZ. Phase 2 continued the implementation in the companies in Seattle, WA, San Francisco, CA , and Singapore.

In addition to the core solution Fitch required some additional reports and features. Queue Associates was able to comply to all of their requests with the flexible Microsoft Dynamics software

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Ray Gnall, Director of operations,
Queue Associates, Inc.

and their expertise. utilized reports and features included, the project activity report. Fitch previously prepared this report in Access and it is used extensively by project managers and other personnel to visualize the status and project progress. This report was developed to meet the requirements of Fitch. A user defined invoice was also created to reflect a *percent complete per change* order on the invoice.

“The Microsoft Dynamics solution was truly the best fit for Fitch” says Ray Gnall, Director of operations, Queue Associates, Inc. “It was structured enough to reorganize their business reporting, yet flexible enough to meet their individual needs.”

Benefits

Benefits derived by Fitch through the implementation of Microsoft Dynamics include:

- A unified platform for management reports and information
- One source of information for all business units to analyze the project data
- Visibility into all operating units by management, the corporate office and companies.
- Improved data integrity.

Automated Business Reporting

Management reporting greatly streamlined, off-shore offices using the same platform to record their financial and project information, Greater visibility into the organization for timely decision making.

Multi-Company Management

The Multi-Company module permits various transactions to be processed across companies while automatically posting due-to and due-from inter-company accounts. The system automatically debits the source company's due-from account and credits the target company's due-to account resulting in a balanced entry for each company.

This approach then maintains one chart of accounts, sub-accounts, customers, vendors and projects, which is shared by all companies. Though account balances are maintained by company, the master file definitions are shared.

Project Management

The project controller module has greatly benefitted Fitch as it was integrated with the financial modules as well as the purchasing module to

For More Information

For more information about how Queue Associates can enhance your business through the Microsoft Dynamics product line contact us at (212) 269-1313 or email us at info@queueassoc.com. Visit our website at www.queueassoc.com

For more information about Fitch, Visit our website at www.fitchww.com.

For More Information about Microsoft Dynamics, go to: www.microsoft.com/dynamics

provide a strong project accounting tool tracking revenue, deferred revenue, work in process, client advances and expenses for each project and task.

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

