



Customer Success Story

Automating the business routines of a top advertising agency liberates time for creativity

Challenges

- **Billing process:** Difficulty collecting project costs in a uniform manner made the billing process unreliable.
- **Time tracking:** Using a homegrown tool to record work hours wasn't precise, and work hours were often dropped, lost or otherwise mishandled and not invoiced to the customer. As a result profitability was hard to estimate.
- **Remote work:** Ability to work from home or while on the road was limited because project data wasn't accessible.

Solution

- Severa's web-based solution for business automation was implemented in 2006.
- Easy access to a simple, standardized work hour entry form that is directly connected with project billing means all hours are billed.
- All data regarding customers, projects and billing is stored in one place with employee access anywhere and anytime.

Results

- Business operations are streamlined to reduce revenue leakage and improve profitability.
- Smooth, accurate billing process ensures that all hours are accounted, and automatically allocated to the right customer.
- Bird's eye view of the business means we're able to foresee fluctuations and plan accordingly.

Client Profile

The Seven-1 advertising agency of Rovaniemi designs and delivers marketing campaigns for nationally renowned customers. Seven-1 enjoys developing concepts that question the traditional approach to visual and contextual storytelling.



Key Gains

- Customer billing is transparent and easy to execute
- Improved workflow and profitability
- Real time business analysis and accurate forecasting
- Remote access 24/7 increases work options and flexibility.

“Severa made our operation significantly more efficient. We've been able to reduce revenue leakage and increase profits. Now we have more time to concentrate on what we're great at -- implementing creative solutions for our clients.”

Arttu Saastamoinen,
Seven-1