

PB Marketing

The road to a lucrative overview



Peter Bjarnarson
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Using TimeLog Project PB Marketing has found a solution that through time tracking gives a solid overview, time savings, and assures a faster reactivity to new customers.

For the first few years many companies handle the administration of internal resources and process with spreadsheets. However, frequently the companies outgrow the spreadsheet and what previously served to give perspective has become confusing and time-consuming work. It becomes time to find a new solution.

The challenges were growing

This was also the case of Danish PB Marketing, who with their 15 employees experienced the daily challenges of extensive time tracking using Microsoft® Excel. Peter Bjarnarson explains:

“We became more and more people, and spent an increasing amount of time on time tracking. Finally, it became so chaotic that it was impossible to do the calculations we needed and wanted to do, such as whether a project was cost efficient or not. It just became too cumbersome to work with.”

Price as a criteria

A little less than a year passed from Peter Bjarnarson started looking for a replacement until he chose the TimeLog Project solution. In the meantime he considered various options, among them the ERP-system Maconomy but which was too expensive.

The price was therefore a crucial criteria, and also decisive for the choice of TimeLog Project was the prospect of avoiding an extensive installation – since TimeLog Project is web based:

“Our need was to save time and gain an overview of our business – and we got it. TimeLog Project is a thoroughly thought through product with many aspects which fulfils our needs.”

Creating value by knowing the invoicing potential

The implementation of TimeLog Project has changed the situation in PB Marketing:

“Firstly, today we have a better overview of our project and our employees’ time. This means, among other things, that as we have access to previous calculations on similar projects we can act faster in relation to our tendering, and give a quote faster. Visually, we can also much faster establish an overview of whether we are in control of our projects or if some of them need to be controlled. This is crucial in relation to our invoicing,” explains Peter Bjarnarson and continues:

“We’re a very project oriented company, so continuous invoicing is important to us to monitor whether there is a balance in the projects – if they are finished and invoiced. Each month we also look at the invoicing – this as an option TimeLog Project gives us.”

When questioned about the tangible result for PB Marketing, the answer is instant:

“Well, we more instantly have a clear picture of the invoicing potential. This gives us the opportunity to react more quickly and at the end of the day stopping a project that is not profitable.”

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A faster workflow

Besides TimeLog Project PB Marketing has chosen the extension TimeLog CRM, which makes it possible for the sales team to gather all customer account information in one place as well as quickly and simply attaching information to projects:

“When we have completed a sale it is easy to transfer data to a project. This gives us a

better flow, and keeps us from making replicates. Thus we have gained an overview and a solution demanding few entries, which is time saving and increases our response time. All things considered TimeLog Project and TimeLog CRM has entailed reductions in time and an increased overview of our company.”



PB Marketing ApS is a consultancy helping customers with progress in their sale.

PB Marketing works as an alternative to hiring someone in-house to undertake the preliminary work, and offers everything from telemarketing solutions to booking of meeting and cooperation with opinion-research institutes.

Results

Using TimeLog Project and the extension TimeLog CRM, PB Marketing have been able to increase the managements' overview of company activities. This has resulted in time savings, an explicit invoicing potential and thereby an increased value.

- 1 TimeLog's solutions have enabled PB Marketing quickly to get a clear picture of the billability.
- 2 Using TimeLog CRM in their daily work prevents PB Marketing's employees from entering customer data twice, and saves time.
- 3 Now PB Marketing has the necessary overview to stop unprofitable projects.

Solution

TimeLog Project
TimeLog CRM

Industry

Consultancy services

Customer since

January 2007

Further information
Call +45 70 200 645

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