



Another ESG/Concept Success



**INDUSTRY:**  
Communications Agency

Full Service Agency

“Being fleet of foot in all areas of our business is an essential part of making our service noticeably better than our peers. Concept has proved to be the catalyst for accelerating and enhancing our decision-making processes and has increased our financial visibility, our team productivity and is improving our and our clients’ bottom line.”

*George Cumming,  
Operations Director, Frame*



*Frame’s business ambition is to be the No.1 agency in Scotland. In pursuit of this aim, in 2004 the agency set about establishing robust internal systems to record, measure and monitor its performance and to improve decision making and financial awareness.*

*Responding to the exacting demands of its large clients and to meet its own ambitious growth plans, the team conducted a review of agency management systems to replace its ageing accounts package and patchwork of manual processes and sub-systems. With a focus on improving efficiency and increasing financial awareness Frame assessed the market and selected Concept from ESG.*

● **TICKING ALL THE BOXES**

Concept provides an integrated approach to timesheets, accounts, CRM, job bags, estimating and budgeting and ticked all of Frame’s boxes.

The main selection criteria focused on the integration of the job bag system with financial system; how identifiable efficiency savings would be; ease of use for staff; quality and availability of management information; and cost and projected payback

“We considered a number of systems but Concept’s combination of automated timesheet handling, extensive reporting functionality and the integration between the job bag system and the financial system won through,” commented George Cumming, Frame’s Operations Director. “We are 14 months into the Concept project and the system has already paid for itself. We are now in the return on investment phase significantly earlier than we had expected.”

Frame produced a financially focused budget justification for the Concept system. The savings have in fact been much greater than originally conservatively estimated according to George who also added that there has also been a much greater gain from time saved on the paper chase of finding job bags and the all too familiar transposing of numbers on the job bags resulting in more wasted time.



#### LOCATIONS

Glasgow

#### INDUSTRY

- Communications  
Full Service Agency

#### APPLICATION

- Electronic Job bag, financials, reporting, timesheets, integrated account management, production and finance database

#### PRODUCTS

- Concept™

#### BENEFITS

- 25% improvement in timesheet completion in 3 days
- Hours saved through reduced duplication
- Much improved management reporting
- Greater financial visibility
- Quicker access to more accurate information
- Greater client account awareness and decision making
- Improved corporate performance

### REAPING THE REWARDS

Frame is now enjoying a wide range of financial and non-financial benefits from its Concept system

The timesheet system has been a big success with a 25% improvement in timesheet completion within 3 days. "We are capturing more time as finding job numbers is so easy and our billing is improved as a result," said George adding that in the old system, finance and production would have their own systems, necessitating duplication of entry. This has now been eliminated too and the increased efficiency has improved Frame's gross margin.

Non financial benefits include improved and extensive management reporting, good acceptance and readiness to use the system by Frame's staff, less clutter and paper as job bags have been eliminated, improved response times and overall increased financial awareness.

George concludes, "While it has been a culture shock to further impose disciplines on staff, we have derived significant business benefits from implementing Concept. Not only do the figures work out, but we are starting to get towards managing work through our system in a much more professional manner. We are not there yet, but cannot discount the effect on profitability and our sharpness in managing our business."

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Operations Director, Frame*

#### ESG

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