



## ISOBAR US SUPPORTS GROWTH WITH UNANET FINANCIALS

### CHALLENGES

As a leader in the global digital agency space, Isobar US provides a full range of strategy, campaign, platform, product design, and customer channel experiences for its customers, with 530 users, Isobar US needed a full project ERP system that would be user friendly. They also wanted a software that would provide a single integrated platform. Their Microsoft Dynamics system required manual manipulation and created inefficiencies, so they looked to Unanet for help.

- Use of a non-user friendly legacy system cost too much time and productivity to maintain
- In need of a single solution with one source of data to smooth processes and seamlessly manage projects, people and financials
- Needed a system that would not require cryptic coding work-arounds making everyday transactions challenging when employees took time off
- Required a system that would continue to evolve and expand, as the growth of Isobar US needed to be supported by their ERP system
- Difficult to post to the General Ledger, process was trying, time consuming, and tedious

*"The benefits that we received from Unanet Financials were immediate. We took, for example, a process that previously took 3 – 4 hours a month and reduced it to 15 minutes."*

**Bruce Posner, CFO, Isobar US**



# isobar

Isobar is a global, full-service, digital agency with innovation at its heart. With our Brand Commerce expertise and Product and Service Design capabilities, we creatively solve complex client challenges - delivering positive business results for many brands, including Adidas, Coca-Cola, Royal Caribbean Cruises Ltd., Google, Enterprise Rent-A-Car, Kellogg's and P&G. Isobar US is headquartered in Chicago, IL.



# Unanet

With over 15 years of production use, Unanet is a proven solution for managing projects, people and financials in project-driven organizations. Over 2,000 customers—including General Dynamics, Leidos, Pfizer, and Stanford University—trust Unanet to provide visibility into the work, reduce costs, improve revenues, and streamline business management of services processes. Unanet customers typically achieve ROIs of over 1000%.

## THE UNANET SOLUTION

Already utilizing Unanet Time & Expense, Isobar US capitalized on their investment and purchased Unanet Project Portfolio Financials. They now have a single solution for projects, people and financials with real-time data reporting capabilities. The new system allows them to gain real-time visibility, and they have seen significant gains in productivity and efficiencies across the company.

After implementing, Isobar US:

- Posts to the General Ledger without draining time and resources with an unnecessarily complicated process
- Can manage all projects, people and financials in one integrated system
- Is able to pull together invoices quickly and efficiently without needing to export and import data between systems
- Has improved productivity due to intuitive system interface
- Maintains all customer information within the Unanet system, making customer meeting preparations much simpler
- Effortlessly maintains audit trails with the data in one system
- Has a flexible system that allows them better manage their internal process and to group their industry specific efforts
- Has been able to forget how painful it used to be when they were not using one integrated system