

# Case study, London – UK

20|20

*“For the first time, we can track business from initial sales through project management and resource allocation.”*

Richard Mott – 20/20 Design Consultancy

## Overview

Established in 1988, 20/20 Ltd has grown quickly to international prominence with a distinguished clientele. 20/20 is especially focused on creating special experiences for customers through perfectly orchestrated surroundings, designed to blend brand, excitement and sales. For example, the 20/20 team achieved their client’s directive to create “the best place in the world to watch football” with their spectacular design for the Arsenal Emirates Diamond Club, a luxury setting that boasts membership from international royalty as well as a host of other A-list celebrities. 20/20’s work provides both inviting and dynamic ways for customers to connect with their clients’ products and services.

## Location

London - UK

## Staff

Thirty-Five

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## Clients include

Arsenal, KPN, Woolworths, Pets at Home, Gala Casinos



## Results from traffic

For the first time, we can track business from initial sales activity through project management and resource allocation using common data through a shared resource. Our many independently operating systems have been either replaced by or are integrated with the Traffic software solution.

The installation was a simple, straightforward process. We worked closely with Sohnar to fine tune server performance and liaised with them to transfer the data from our other systems into Traffic.

The sales team, design staff and project management group all use the same system so communication is better and we’re more efficient and effective.





### Why traffic?

Traffic solved our mix and match systems problem with a solution that's user-friendly and a big help in operations management. As our business has grown, so has our need to manage operations. We were using many different systems for client tracking, resource allocation and project management that we had developed internally but had not joined together for data sharing or management. We really needed a way to centralise information but also integrate with the existing systems that we wanted to keep in place.

We chose Traffic after extensively evaluating four different systems. Traffic was definitely the most user-friendly solution. The interface looks attractive and appealing, which encourages designers to use it. We knew that our staff would be very comfortable using the Traffic software.

### The bottom line

Traffic has definitely consolidated our data. We now have excellent data about sales prospects and project activity. We are also able to monitor how project time is building against the planned hours, key to staying on budget.

As we manage better based on these new information inputs, we expect that Traffic's impact will be seen in increased productivity and profitability.

### Day to Day

The sales team has found Traffic very helpful; they are especially pleased with Traffic's ability to integrate with the existing sales system and use data seamlessly. We have also made excellent improvements in our staff record keeping. Timesheet data goes straight into the system, avoiding duplication. Plus, we can record all the original information about each project in the same place. Better time tracking combined with a central information repository gives the project management team the tools they need to create the most efficient work flow.

### The future

We look forward to using more and more of Traffic's features. We are especially interested in capturing project costs so that we can invoice through Traffic. And, Sohнар staff are helping us customise additional management reports. We really appreciate the fact that Traffic will grow with us and also works well with our independent systems.

### Thanks to

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