

Moxie Interactive Employs Microsoft Dynamics SL to Unify Project Management and Become an Industry Innovator

- **Achieved greater visibility to business metrics**
- **Increased productivity**
- **Gained real time team collaboration**

Moxie Interactive is a results-driven marketing, creative and technology solutions provider located in Atlanta, Georgia. They are both artistic and cutting edge in their technological executions, excelling beyond the definition of a typical agency.

In their first few years, Moxie has made quite an impact on Atlanta. They have won various awards, including being named one of the top growth companies in the Southeast by the Center for Entrepreneurship and Corporate Growth at Emory University. And in 2005, Moxie won the Atlanta Interactive Marketing Association's "Best of the Best" award.

Situation

Exponential growth in their first years drove executives at Moxie to re-evaluate their business management software. They found that they were not able to get the key business metrics that they needed to best run the company and started the search and selection process for a new system.

The critical functions in the ideal solution for Moxie would give them an easy way to plan resources for each job. They needed to track time worked, schedule activities, and measure profitability for projects. And this critical information had to be visible to members of their team at all stages of the process.

The obstacle that Moxie hoped to overcome was in getting to their project's information without having to jump through hurdles. "The solution we were using connected project management and financial accounting, but it was very limited," said Kim Rich, Controller for Moxie. Moxie needed a solution that would grow with their company and be flexible to the changes they could anticipate in the future.

"We had already had several meetings with vendors and we were close to making a decision on a solution when we were approached by OmniVue. We agreed to give them one hour and in that one hour we learned more about Microsoft Dynamics SL than we had in all of the other meetings combined. The sales team was fabulous!" Rich, stated.

Overview

Industry

Interactive Marketing

Customer Profile

Moxie Interactive is an Atlanta-based interactive marketing company specializing in web site design and development, e-mail marketing, online advertising campaigns, promotions, and search engine submission.

Business Situation

With their existing business management software, Moxie was not able to get the key metrics essential to running their business. They needed to track time worked, schedule activities, and measure profitability for projects. They also wanted to provide visibility to members of their team at all stages of the project management process.

Solution

OmniVue introduced the strength of the Microsoft Dynamics SL Project Series with Share Point and Business Portal. Moxie felt that a Microsoft solution would set them up for future growth.

Benefits

Company wide visibility into business matrix

Increased productivity

Real time team collaboration



OMNIVUE CLIENT CASE STUDY

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KIM RICH, CONTROLLER

They were initially inclined to select an industry specific package, and looked at several. OmniVue suggested that what was most critical was not the look and feel that an industry package offered, but the intelligence and information that the system could provide that should drive their decision.

Solution

After thoroughly analyzing their business processes, OmniVue Business Solutions recommended a solution to empower Moxie’s team members: Microsoft Dynamics SL for project management and accounting combined with a tailored Business Portal front-end would prove to be the system to deliver the results Moxie required.

Microsoft Dynamics

Microsoft Dynamics SL offers integrated business applications and services that allow mid-sized businesses like Moxie, to connect employees and customers for improved efficiency. The financial management, customer relationship management, and analytics applications work with other Microsoft software, including Microsoft Office and Windows, to streamline processes across an entire organization. This provided Moxie with the insight to respond rapidly, plan strategically, and execute quickly.

OmniVue Business Solutions

With a wide spectrum of expertise and functionality needed, OmniVue brought in experts to speak to each of Moxie’s key segments—analysis, documentation

and presentation. This team approach enabled OmniVue to speak deeply to each function’s concerns and to keep meetings and presentations meaningful and productive. “All of the consultants were great. They were extremely knowledgeable and sat down with us and got us through all the rough parts of the implementation process.” said Rich.

Microsoft Project Accounting has provided Moxie with improved management of the integrated contracts. This solution allows them to accumulate costs from a projects inception through to completion and identifies the various parts of the project throughout. They can also schedule revenue and bills separately and automatically recognize revenue over time, enabling them to track project costs against the contract amount and make the information visible across the company in real-time. This solution provides easy access to information on profitability of individual projects or portions of projects.

Moxie chose Microsoft Dynamics SL and also selected OmniVue’s Point Services support plan that would enable their team to focus on their customers and revenue growth while OmniVue focused on the business and financial management solution.

OmniVue consultants, Bobby Scott and Carole Gibson, worked closely with the team at Moxie to implement the solution on an aggressive timeline. “Bobby was so great. He was knowledgeable with all things business portal and Carole was the



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expert when it came to SOL, FRX, Accounts Payable and GL.” says Rich. “Together, they made a really phenomenal team.”

Benefits

Company Wide Visibility Into Business Metrics

Moxie has several different departments and members of the team that function on different levels. With Microsoft Dynamics SL, account strategists, media planners, executive management, designers, copywriters and technology professionals are all connected and have access to the same information in real time.

With the Solomon Project Series, Moxie’s Project Managers and Executives have detailed project metrics at their fingertips. Business Portal allows every employee in the company to enter time and expenses easily and is used as a central location for critical reports and information to be delivered so that only those who need to be within Microsoft Dynamics SL will actually have to be logged in. The financial management module provides centralized billing and an improved coordination under a common software solution.

Increased Productivity

With Microsoft Dynamics SL, the reports are in real-time so that up-to-the-minute details are available, making it possible to make changes and adjustments as they

are needed. This has helped increase productivity by saving time and effort in finding the information.

Microsoft Dynamics SL does the work of multiple employees while the data analysis capability generates reports that illustrate the functions of the business.

Real Time Team Collaboration

Microsoft Dynamics SL works in real time, so information entered into the system by one department is immediately visible for other departments to work with. This feature has allowed everyone in the company to receive the information that they need, when they need it.

Rich is extremely satisfied with the system implemented by OmniVue, “This solution has provided us with one main point for everyone to find information throughout a project and to see our end result, when it happens.”

Conclusion

OmniVue Business Solutions and Moxie Interactive worked together to achieve common goals. Both companies pride themselves on being innovators in their field, understanding their clients business needs, and delivering solutions that work for them. By focusing on their goals, OmniVue was able to help Moxie achieve their desired results.

