Function Point

Case Study

ACART

About Acart

Acart is a full-service mid-market advertising agency located in Ottawa, Ontario.

The agency employs about 25 full-time staff and has a roster of five to ten freelancers. The Acart team consists of a full-service strategic department, a media buying/planning department, a full-service creative department, and a client experience team, and dedicated project managers.

The primary scope of work mainly includes integrated campaigns with a nationwide focus.

- Ottawa, Ontario
- Full-Service Department
- 25 Full-Time Staff
- Integrated Campaigns with Nationwide Focus

Success Champions

Andrew McWiggan
Partner & Chief Innovation Officer

> *Function Point absolutely nails value-based pricing. I haven't yet found a project management software outside of Function Point that can handle that. Their application has been essential for creating a cohesive infrastructure at our company and allowing our vision to come to life and evolve.*
>
> **Andrew McWiggan**

Big Wins with Function Point!

20% Increase in Revenue

25% Gain in Capacity

8.7 Improved NPS Score

Challenges Before Function Point

Background

Coming out of the pandemic, Acart's clients were looking for more from their ad agency in terms of a partnership. As a result, Acart decided to rebuild how it worked with clients and switched to a pricing model focused on value instead of an hourly rate. This included revenue share deals, equity deals, performance bonus systems, etc.

> **We (like most agencies) struggled at connecting the dots between all of our software. This resulted in labour intensive processes to determine whether the agency was performing to the standard we required. We were using desktop accounting software, and this didn't integrate into our agency software. This resulted in missed opportunities to gain deeper insight into agency performance. We wanted to solve this issue and needed a solution that could help us with business intelligence and effective day-to-day management of the agency.**

Acart was disconnected in terms of its technology, and with many different software systems that were not used to their full capacity.

The agency has been around for 50 years and has undergone many iterations of evolution.

Change management can be challenging and requires everyone to get on the same page, and Acart realized that the time was right to embark on this new journey. **Consolidating software assets and finding more progressive ways of managing the agency was the logical next step for Acart.**

Lack of Transparency and Information

From a business intelligence perspective, Acart struggled to get high-quality information easily and on time. It was vital to have cohesive software that talked well to each other, avoiding silos of information with a lot of manual labor.

Andrew believes that every company should have high-quality business intelligence available to leadership and management teams in a blink of an eye. If such process is labour intensive (e.g., using excel spreadsheets), the staff will not be able to be effective in their role and respond to the dynamic requirements of the agency environment. Acart's team felt it was cumbersome and inefficient to figure out their project load, revenue opportunities and general business intelligence indicators.

Software Stack

Acart's projects were managed in Asana, Monday.com, and Workamajig. These platforms didn't have a comprehensive project management infrastructure for managing different types of projects simultaneously and were better tailored to specific scenarios.

The team at Acart needed something that would work equally well for web projects as well as for interactive, agile, and standard waterfall structures. Other tools in their software stack included desktop client Sage 50 for accounting, Pipedrive for CRM, and Teams/Skype for chats.

Choosing Function Point

Needs Analysis and Adoption

> **Unfortunately, senior management in many agencies pushes products down to staff and expects them to run with it. If you don't have an adoption plan – it doesn't matter how good the platform is. It is not going to work out.**

Acart's leadership started with a needs analysis and a scoring grid, then built an internal software committee with each core department. After interviewing many software providers, **they quickly discovered that 75% of the applications had a great UI/UX and front end, but there was very little substance in the back end.** The Acart team needed a system with both a modern UI/UX and robust functionality. Otherwise, they would return to where they started combining multiple applications with silos of information.

Andrew recalls why Function Point stood out the most:

> **They did the best job addressing the needs, pains, and concerns we had as a business.**
> **They were practical, educated, and thoughtful throughout the sales cycle. The software they demonstrated through the sales process was tailored specifically to our needs.**

Finding the Right Fit

Acart's team was amazed by the onboarding and service at Function Point. Since this type of application was one of the most expensive annualized software costs for the agency, they wanted an onboarding team that would custom-build an onboarding map instead of sending them to self-serve videos. Function Point made sure to tailor everything to their needs, and everyone at Acart was bought in and excited. According to Andrew, other platforms would just hand you the keys and have you figure it out on your own with minimal support.

Function Point's onboarding team asked the staff at Acart a lot of questions about the previous usage of project management software and the typical processes to provide a tailored solution along with best practices for day-to-day scenarios.

> **Function Point has really taken time to understand the personalities and backgrounds of our team members and their needs. They checked who were the movers and shakers in the company to build allies for a successful onboard.**

For Acart, custom development was another one of the differentiators. In the past, when they wanted to adjust or add a critical feature (with Workamajig), they couldn't pay to get it fixed or have it built inside the application. **If Acart has a critical business operation need, Function Point can scope out a custom development plan and build them the functionality that they need.**

Key Success with Function Point

> **The key positive impacts were revenue growth and cost reduction. We can manage everything within a single system, and we are night and day more effective since our migration to Function Point. Having a single tool for agency management integrated with accounting has been fantastic. We've also experienced other benefits, such as; allowing our team to get more time back in their day and access information easily. The custom dashboard reports have been a big game changer for us!**

Better Transparency and Ease of Access Result in Extra Capacity

In the past, Acart relied heavily on their financial controllers to assess their business's financial health. When team members needed to access financials, they would have to export data from their accounting and project management software and manually connect the dots.

Acart moved to cloud-based QuickBooks online, which is meaningfully integrated with Function Point, automatically syncing all of the company's financial data between the two systems.

Account managers at Acart can now log into Function Point to understand the status of client invoices without talking to the accounting department, along with the project revenues and other critical business intelligence metrics.

When it comes to billing, expenses, cash flow, and payments, Acart can now project three to four months into the business, providing excellent visibility to the leadership. All the forecasting is now an automated process.

> **For an agency considering migrating, Function Point allows everybody to have access to data at their fingertips. If something were to happen to me, my business partner could easily take the reins and understand the business's health to continue operating it. As a result, our decision-making was improved and, in turn, increased our ability to drive investment toward areas of the business which would provide deeper returns to the agency.**

Improvements in NPS Score and Total Revenue

It didn't take long for the Acart leadership to notice growth in their KPIs after migrating to Function Point. **After a few months of implementation, Acart has seen greater visibility into workload capacity, and agency revenues have increased by upwards of 20%.**

The Acart team is confident that there is room for further KPI growth in the longer term, partly due to the process improvement they have experienced since onboarding with Function Point.

The agency is continuing to evolve and take advantage of expansive features within the platform.

The implementation of a robust backend infrastructure has enabled Acart to customize dashboards and create experiences tailored to the specific needs of each department.
This has dramatically enriched resource and workload management, providing the agency with exceptional visibility into the workload of individual team members and departments. As a result, the team at Acart can now proactively identify gaps on where they need to scale up with freelancers or bring on a new staff member. This has increased client satisfaction, with an average **NPS score of 8.7/10.**

According to Acart, there's a lot to gain by using a comprehensive agency management solution that is flexible enough to adapt to every project type.

Now, with Function Point, Acart has a cohesive infrastructure that continues boosting its key business metrics and provides a holistic view of the entire agency with a push of a button.

About Function Point

Function Point alleviates the chaotic nature of operatng creative agencies, internal marketing teams, and professional service firms. Used by over 9000 users across the world, the all-in-one solution helps teams connect each stage of project management so you can do what you do best - be creative.

To find out more about what Function Point can do for your business schedule a customized demo with us, or call 1.877.731.2522.

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