



## Case study: Omnia, Dubai

### The background

Omnia is a global creative consultancy which develops brand, marketing and communications strategies that push ideas further.

The agency works across Europe and the Middle East with offices in London, Abu Dhabi, Edinburgh and the UK Channel Islands as well as in Dubai.

Its mission is to deliver original and innovative creative solutions in brand, design, advertising and digital media that fulfill its client's visual communication needs.

### The challenge

Adam Booth launched Omnia's Dubai office in 2004. Initially, the agency managed matters such as job workflow quotations and client communication by using databases and accounts packages – and were doing so quite efficiently. “We weren't doing too badly but you couldn't see where a job was at the touch of a button,” said Managing Director, Adam. As he'd already installed Synergist at Omnia's UK office, Adam knew this was something that this system would enable them to do.

By 2007, the Dubai-based team had grown to over 50 and it was becoming harder to cope with the throughput of work using their early approach. Adam decided to invest in Synergist for the office, which would allow them to manage all their work effectively.

The system was installed remotely by Express Systems. The Project Manager then travelled to Dubai to carry out the training for staff at the agency's offices.

### The solution

Thanks to Synergist, there is now even more efficiency in the agency's systems. For example, it makes it harder for quotations to get overlooked. It helps with other tasks too. “With Synergist, apart from human error, it's virtually impossible for you not to invoice or to lose any purchase orders,” said Adam.



Synergist also compiles and retains all data for clients. “It makes the whole job of client servicing far, far superior - from the inputting of job numbers – which is automatic – through to ...workflow and all the stages in between including estimating, purchase orders and data time capture. This is why I think it’s the best system, because it marries these all together along with finance,” said Adam.

As an agency produces creativity, it has special requirements; for example, managing creatives’ time as well as costs, and Adam believes that Synergist allows them real flexibility in this.

Adam also likes the fact that Synergist gives very good remote access to data from anywhere in the world. “I can still log in and check the system wherever I am.”

## **The result**

Synergist from Express Systems has made a huge difference for Omnia. “It allows us to manage our clients more efficiently,” commented Adam. It saves the agency money with quotations and enables them to keep a careful check on time spent on a job against time budgeted. It also saves a huge amount of time in a number of areas.

“It is” said Adam “the efficiency factor”.