

Aspen Marketing Services Case Study

Omnios Helps Aspen Marketing Services Unify Its Business Platform

Founded in 1986, Aspen Marketing Services (Aspen) is one of the largest marketing services firms in the United States, providing integrated resources for direct response marketing programs to hundreds of clients. The company has more than 300 employees and is headquartered in West Chicago, IL with regional offices located throughout the U.S.

Customer Profile

Founded in 1986, Aspen Marketing Services is one of the largest marketing service firms in the United States, providing integrated resources for direct response marketing programs.

Situation

After completing a string of acquisitions, Aspen was still operating as seven separate companies with different business management systems and long close times, making it imperative that the company transition into a single, unified business management platform.

Solution

Aspen hired Omnios to develop new business processes and implement a single business management platform to integrate its accounting, inventory control and project management requirements.

Results

- Provided a single, integrated platform for all operating entities
- Provided real-time reporting
- Improved close time significantly
- Working capital reduction
- Reduced inventory by \$500,000



Omnios has been a great partner. They were there for us every step of the way. They lived up to their reputation as one of the leading experts in professional service firm business process consulting and as the number one Microsoft Dynamics partner in the Chicago area.



– CFO, Aspen Marketing Services



Business Situation

After completing a string of acquisitions, Aspen was still operating as seven separate companies with different business management systems and long close times, making it imperative that the company transition to a single, unified business management platform. Because of this, when Patrick O’Rahilly became the CEO, one of his top priorities was to institute a “unified company” philosophy that included the consolidation of Aspen’s business processes and accounting systems.

Business Solution

Aspen wanted a solution that was multi-dimensional and included project management, as well as self-administered financial accounting and inventory control capabilities. After an extensive search, Aspen selected Omnios to re-design its business processes and implement Microsoft Dynamics as their new project and financial accounting system. Because of their knowledge of professional service business processes and technology, Aspen showed confidence in Omnios to help the company improve accounting integration, inventory control and project management.

Phase One

- *Fourth Quarter - Financial Management*

Omnios implemented financial management capabilities and provided Aspen with the single, consolidated platform it needed, along with the centralized billing system it required. With the deployment of these capabilities and advanced features like integrated electronic banking, Omnios was able to provide Aspen not only with additional anti-fraud protection but more efficient banking and cash management tools.

Phase Two

- *First Quarter - Project Management*

Omnios provided Aspen with a way to improve their management of integrated contracts across company divisions by developing better project accounting practices. Aspen was now able to track the accumulated costs over the course of multiple projects. They also gained easy access to profitability data related to individual projects or project elements.

Phase Three

- *Second Quarter - Supply Chain Management*

Omnios deployed sophisticated, communicative and collaborative supply chain management capabilities to make it easier for Aspen to partner with other companies, improve customer satisfaction, and reduce the cost of doing business.



Business Results

Through these initiatives, Omnios helped improve Aspen's ability to manage its full inventory and bill individual project elements across its various service lines to ensure proper costing and information accuracy. With Omnios' assistance, Aspen now operates on a centralized business management and accounting platform that supports its unified company philosophy.

"We are now able to manage our company in a way that we really couldn't before," said Aspen Vice President & Director of Operations. "Previously, we relied on each division to tell us how they were doing. With our new processes and software, we have become all seeing and all knowing, and it is changing the way we make decisions."

Provided a Single, Integrated Platform for all Operating Entities

In conjunction with Aspen management, Omnios was able to deploy a single, integrated platform for all operating entities that has enabled Aspen to become more efficient while giving management the information and knowledge it needs for improved executive decision making.

Improved Close Time Significantly

By offering Aspen a single, unified accounting solution, Omnios was able to help Aspen reduce its billing close time by 68 percent.

"Before implementation, communication between offices was time consuming and difficult," said Aspen's General Accounting Manager. "Now that we have one platform, we can click onto the same screen to discuss and resolve issues quickly and effectively."

Provided Real-Time Reporting

Omnios enabled senior management and employees throughout the organization to access real-time information about inventory, projects and financial metrics to improve executive decision-making and management of the company.



“We used to have a gap in information. Now, we can actually see where the company is on a day-to-day and month-to-month basis. We know where we are standing on a moment’s notice,” said Aspen Vice President & Director of Operations.

Working Capital Reduction

With the help of Omnios’ deployment plan, Aspen reduced their working capital needs by \$4 million through the elimination of interest charges while decreasing corporate costs by one percent for additional savings of \$1.3 million. The company covered implementation costs within a year.

Reduced Inventory by \$500,000

With the new and fully-integrated business management platform, Omnios provided Aspen with increased visibility and access to inventory, allowing Aspen to reduce stagnant inventory by \$500,000. All locations now have access to the company’s full inventory allowing for visibility across locations.

About Omnios

Omnios is a leading provider of consulting services for organizations with a focus on business process improvement, financial and project management policies and procedures, and supporting software tools. We work primarily with professional service and project centric businesses that want to improve their profitability and productivity by better managing specific projects, jobs, cost centers and initiatives. We specialize in planning, designing and building streamlined and effective business systems, which allow organizations to focus on their strategic objectives and running a successful business.

