

## Czarnowski Case Study

### Omnios Helps Czarnowski Exhibit Improve Business Efficiency

Czarnowski, a privately held company headquartered in Chicago, IL, has provided trade show and exhibition services for nearly 60 years. Today, it ranks among the nation's largest exhibit service suppliers. The company plans, designs, builds, transports, stores, installs and removes trade show booths and exhibits. Czarnowski also offers associated services, including catering, event planning and customer support that are available 24 hours a day. Through its 13 main and 25 ancillary offices in the United States, it handles approximately 9,000 jobs each year with many Fortune 500 companies relying on its services.

#### Customer Profile

Czarnowski, a Chicago-based company founded in 1947, is a leading provider of trade show and exhibition services.

#### Situation

With multiple business management systems and time-consuming manual processes, Czarnowski found it difficult to manage its numerous jobs and projects efficiently.

#### Solution

Czarnowski hired Omnios to assist in the re-design of its core business processes and to deploy a financial and project management platform. This platform facilitates Czarnowski's growth and allows for the development of additional systems to meet their ever-evolving business needs

#### Results

- Improved operational efficiency
- Showed increased market share
- Accelerated project planning
- Trimmed billing cycles by half
- Enhanced decision-making and customer service
- Created a foundation for expansion



*Omnios had extensive experience with professional service firms and the software platforms required to meet our needs, which strongly influenced our decision. Companies don't undertake many business process revisions and system deployments like this lightly, so with Omnios, we had the right partner to help us succeed.*



*— Director of Business Applications, Czarnowski*



## Business Situation

After years of steady growth, Czarnowski realized it not only needed a financial and project accounting system to help the company operate more efficiently, but it needed someone to assist in the development and implementation of new business processes to ensure proper organizational change and adaptation. Individual offices were using different accounting and project management systems. The corporate office was using time-consuming and redundant manual processes for consolidation. Managers had difficulty gathering detailed project cost records in order to analyze business practices from location to location. And finally, the accounting team had difficulty consolidating project details and costs into single client invoices which led to significant delays in billing and collections.

“With the level of detail we needed, the process was almost overwhelming,” said Czarnowski’s Director of Business Applications.

In order to address these challenges, Czarnowski needed more streamlined business processes, as well as a project management and financial solution that could:

- Manage a high volume of jobs and projects
- Streamline business processes and eliminate redundant data entry
- Provide current, accurate and detailed project data to help the company shorten its billing cycle

## Business Solution

Czarnowski turned to Omnios for assistance in re-designing its business processes and identifying a new financial and project management solution that would help them overcome their business challenges. Under the recommendations of Omnios, Czarnowski selected Microsoft Dynamics for its strengths in financial and project accounting and ease of customization. They also determined that, as a certified partner of Microsoft, Omnios was the best organization to aid in the implementation process.

Omnios enabled Czarnowski to update its business processes and deploy several modules with Microsoft Dynamics and Microsoft Visual Basic for its financial, project accounting and supply chain management functionality, including:

- *Job Entry:* A customized interface with 13 different input screens for streamlining the job entry process so employees have all the information they need to plan, budget and perform their jobs.
- *Transportation:* A module to manage freight and handling transactions that automate billings with Czarnowski’s negotiated rates and posts these transactions to the purchase order, accounts payable and project management systems.
- *Pre-Allocation Processor:* Allows Czarnowski to associate any overtime with the appropriate rate for each category of labor. It also uses this module to allocate revenue for freight and transportation costs.



Besides adding these custom modules, Omnios' deployment allowed Czarnowski to use third-party software to integrate customized client Web sites with job entry data, giving customers the ability to view images of their inventory and change their project orders. With Omnios' help, Czarnowski became one of the first in the industry to offer this option to its customers.

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## Business Results

Omnios was able to provide Czarnowski with updated business processes and a secure project and financial management system that could grow with the company and handle its large volume of projects. Omnios also helped Czarnowski expand its business, reduce time spent on business processes, manage expenses more efficiently and gain more timely information.

"There is no question that we have attracted and retained more customers..." said Czarnowski Director of Business Applications.

### Improved Operational Efficiency

Omnios was able to help Czarnowski function more efficiently by integrating and automating its business processes and systems. Enabling Czarnowski to utilize a single financial and project management platform instead of multiple systems, Omnios helped make it easier for Czarnowski to manage the more than 9,000 jobs it takes on annually.

### Showed Increased Market Share

Through continued work with Czarnowski, Omnios has helped the organization to grow when others in the exhibition market are struggling and downsizing.

"We increased our market share ...," said Czarnowski Director of Business Applications. "That's partly due to our financial stability, but it's also because our new processes and systems give us complete, timely information that we can act on giving us a competitive advantage."



### **Accelerated Project Planning**

By automating business processes, Omnios eliminated the need for Czarnowski to gather and consolidate information from its various locations manually. Instead, detailed job and project data is captured automatically and shared with those who need it. Under the recommendations provided by Omnios, Czarnowski has not only eliminated redundant data entry and reduced errors, but has also accelerated planning time for projects.

### **Trimmed the Billing Cycle By Half**

Working together with Czarnowski management, Omnios has helped reduce the organization's billing turn-around by half and also allowed them to receive payments sooner by integrating databases.

### **Enhanced Decision-Making and Customer Service**

By efficiently integrating and customizing its systems, Omnios has given Czarnowski the ability to track every job in detail and centralize processing thus allowing management the ability to analyze trends and respond more effectively.

"We make better decisions because we have accurate, timely information to operate with," said Czarnowski's Manager of Business Applications. "We get quicker feedback and can easily measure performance against our past results, which helps us respond more quickly to customer needs."

### **Created a Foundation for Expansion**

Omnios helped Czarnowski implement solid processes and a stable platform that will easily expand and scale as the company grows in the future.

### **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.

