



BLUE Interactive

Who are BLUE Interactive?

BLUE Interactive Marketing is a leading international Interactive Marketing Consultancy with offices in Singapore, London, Beijing and Palo Alto. By providing consulting services and delivering platform solutions it helps its clients develop and deliver interactive marketing strategies and electronic communication campaigns. Blue's clients include Citibank, Hewlett-Packard, Cisco Systems, J P Morgan, Michelin and Mercedes Benz.

The mission

- Improve the accuracy and level with which timesheets are recorded
- Improve project profitability and staff utilisation by quoting and billing more accurately
- Increase the reliability & speed of month end financial reporting

The solution

- Implement the **time® Time Recording & Billing Solution** from Timewatch plc.

The results

- 100% of consultants' time accounted for so the company can see exactly how staff members are utilized.
- Project revenue can easily be matched against project cost for a clear view of business profitability.
- Data recorded in **time®** allows BLUE to prepare new bids with accurate pricing.
- Missing timesheet alerts are automatically emailed to users ensuring minimal administration and maximum accuracy.

TIMEWATCH CUSTOMER CASE STUDY

Customer Summary

*"We use **time**® to help us keep competitive. It gives us a better grasp of ongoing project time costs and enables us to quote more accurately. We soon expect to roll the system out to all of our other offices around the world"*

Goh Chong Yong, Finance Director. BLUE Interactive, Singapore

BLUE employs 55 people who work on a project basis helping clients to interact with their customers in a more frequent, meaningful and profitable manner. Some projects are completed in one or two days, others may take three to six months

The company had not been recording the time employees spent on tasks in a granular way, but as BLUE grew, it found that some projects were taking longer than expected. BLUE operates most projects on a fixed price basis and so it knew that spending too much time on a project would eat away at profit. The company realized that the introduction of time recording would enable it to see exactly what was going on and run its business more efficiently.

As Goh Chong Yong, Finance Director of BLUE Interactive Singapore, explained: *"We are a project centric organization, so measuring the profitability of our projects is very important. We need to know which projects are on target and which are under priced or losing money. We also need to know how we are utilizing staff so that we can accurately quote for new work."*

BLUE came across **time**® after a web search. Goh Chong Yong downloaded a demonstration and was impressed with the ability of **time**® to *"work with Microsoft Project and allow data entry via the company's Microsoft email system."*

BLUE initially purchased a 50 Employee **time**® Solution including **centraltime**™, 50 **personaltime**™ user licences and the **timegate**™ email integration system.

The purchase was made over the web and BLUE implemented the system itself. When it had queries it received remote support from Timewatch's UK Office. Within a few months the company implemented **webtime**™ so that employees could enter data from anywhere at anytime via the internet.

BLUE began using **time**® by getting employees to enter timesheets. *"Employees are pleased with the user friendly time entry interface"* reported Goh Chong Yong. *"Through filling out timesheets both employees and managers are already more mindful of productivity and we can see how well we are doing. We are*

now able to track project time and material cost against original plans; measure staff utilization and easily review project profitability. This is very helpful in running our business."

The company operates in an emerging market which is attracting many new entrants. *"We need to keep our prices competitive yet we need to cover our costs"* said Goh Chong Yong.

"We now have a better grasp of project time cost. This means that we can be realistic when planning for the future. We are more accurate when we price and quote for the projects we are bidding for"

BLUE finds it particularly helpful that **time**® has an interface to Microsoft-Project. According to Goh Chong Yong this enables project managers to better plan, manage and control their projects. *"Going forward, we intend to have project managers take more ownership of project profitability and cost."*

The company invoices monthly with some interim invoicing as well. **time**® is administered by the Finance Department.

*"We use **time**® to help us keep competitive. It gives us a better grasp of ongoing project time costs and enables us to quote more accurately. We soon expect to roll the system out to all of our other offices around the world"* summarized Goh Chong Yong.



Product Summary

BLUE Interactive Singapore implemented a **time**® **Time & Billing Solution** with **personaltime**™ and **webtime**™ to support Email and Web Timesheet entry respectively.

BLUE also use the **timegate**™ Auto-Email scheduler system to synchronize remote users via email as well as send out Missing Timesheet alerts to users that have not posted their timesheets on time.