



Spectrum - Saves time

Who is Spectrum Strategy Consultants

Spectrum is an international consultancy that advises clients with regard to new revenue generating opportunities within fixed and mobile telecommunications, broadcasting, music, new media and the internet.

The mission

- Ensure optimal operational and financial control by capturing the time and expenses of 100 worldwide consultants and creating an efficient process for invoicing.

The solution

- Implement the **time**® Time Recording and Billing Solution with Web Timesheet entry, Multi Currency Billing and ongoing Support and Maintenance.
- Utilize Timewatch's consultancy and implementation services to create an interface between **time**® and the DREAM accounting package from CODA.

The results

- Consultants can easily submit information from anywhere in the world.
- It is easy for billable time to be accurately recorded first time by consultants so compliance is not an issue.
- Data entered once is used for time and expense tracking and for invoicing and financial control.
- Information from **time**® gives Spectrum Strategy a clear and accurate view on all projects.
- Advanced analysis reports can be generated instantly.

Customer Summary

*"With **time**® we have a system that allows us to run a growing international people business; and provide demanding internal customers with instant information that allows us all to make decisions with absolute confidence.."*

Nick Lonsdale, Finance Director, Spectrum Strategy

Established in the UK in 1994, Spectrum Strategy now has main offices in Brazil, London, Spain, Italy, Singapore and Australia plus associate offices elsewhere in Europe and Asia. Clients include the BBC, Brasil Telecom, BT, Cable & Wireless, FA Premier League, Microsoft, Nokia, Ofcom, Time Warner, UEFA, Universal and Vodafone.

The company has carried out over 1,000 assignments in more than 40 countries throughout the world. These might include research on potential new services for mobile telephone users; identification of new technologies that enable the delivery of content; valuation of media rights; and advice on any protocols that should be adopted. The range of projects reflects the organization's expertise in corporate, commercial and technological strategy, financial advisory support, licensing, operational improvement, policy and regulation and rights management.

When it was established, Spectrum Strategy had about 25 consultants and used a simple project management solution to log time and expenses. Nick Lonsdale, Finance Director, explained "We'd initially run the business fairly intuitively, then we began to grow very swiftly and the business suddenly became more complex. We needed to know exactly how much time was being used to deliver services, if we'd only sold five days then we needed to do the job in five days."

Nick Lonsdale began to look for a more sophisticated system that could capture time and expenses remotely and replicate job details with invoice costs that had come through the accounting

system. He came across **time**®, which fulfilled all the company's requirements. At the same time he was looking for a new accounting package and selected CODA Dream, the corporate accounting software from CODA. He asked Timewatch to develop an interface between CODA Dream and **time**®.

time® comprises of two main components, **webtime**™, the browser Timesheet entry system that all of the Consultants use to enter their time and expenses, and **centraltime**™, the central administration system which is used by the accounts department. The system allows jobs to be tagged as fixed fee or metred fee with a currency for each job. Different invoice templates can be used according to country. Data fields can be tagged in any way so that reporting can be completely customized and reports give advanced analysis.

As Nick Lonsdale commented "We gained a time recording system that is plugged into our accounts package; provides us with both project management and financial control and avoids the need for duplicate data entry. This means that we can easily and quickly produce the type of information we know our managers want to get hold of.

It's very easy to validate whether people have entered their time details and that hours entered are genuine. The accounts department can see all the data and, if necessary, approach individuals to improve their time recording. Managers can see on a daily basis the progress of their projects in relation to fees charged.

They can also see how much each consultant is earning for the company. The senior team have the comfort and confidence of knowing that jobs are being delivered to budget and if not, that the finance department will alert them" said Nick. "We have established clear processes which make it easy for creative fee earners, not always inclined to be compliant, to get information into the system."

Spectrum Strategy's consultants are experts at analyzing and combing through data. "Our internal customers are sophisticated, exacting and challenging" continued Nick Lonsdale. "Any data presented to them has to be robust, straightforward and absolutely defensible. They want simple facts about hours, budget and expenses. The layout we use enhances readability so data can be quickly absorbed. We know information is clear and complete and not susceptible to corruption."

In addition **time**® allows Spectrum Strategy's human resources department to capture information on activities undertaken by consultants. It is easy to identify consultants who have made an internal contribution such as training and mentoring or advising on strategic development or recruitment.

Nick Lonsdale sums up: "There is usually discomfort if members of the support team are seen to be challenging fee earners on how they are doing their jobs. My comfort is in the system; I can produce the right data when I need to. Good information is simple information and that's what we get from **time**®."



Solution Summary

Spectrum implemented a **Corporate edition** of the **time**® Time Recording and Billing Solution running on SQL Server with the **webtime**™ browser timesheet solution, fully integrated with their chosen Financial Accounting System.

