



Global Marketing Communications (*Marketing*)

Global Marketing are an international marketing organisation who specialise in promoting its portfolio of clients through major sporting events, in particular the Formula 1 Grand Prix's.

Their requirements to be able to monitor the profitability of each job/project, client and yearly events instigated their investigation into a fully integrated job costing and accounting solution. Their marketing consultants, based all around the world, needed a system that would provide them with the functionality to be able to successfully e-mail their timesheets to head office in London where they would be instantaneously imported into the system at the press of a button. This allows their chief executive and consultants who travel the globe visiting clients, to be able to remotely access their system and gain a complete and current picture of the profitability of each client and job at all times.

Former Financial Manager Mike Hollow and Accountant, Kesh Sharma chose the following solution for Global, in November 2002:

Exchequer Enterprise Accounting Solution – 4-user Client/Server Multi-Currency

Financial Modules (Sales Ledger, Purchase Ledger, Nominal Ledger incl. Cashbook and Invoicing)

Project, Job and Time Costing, Report Writer, Paperless Module, ODBC Connectivity and OLE SavePack.

And had this to say:

"Many many thanks for your time today. It was totally invaluable and made a very big impression on Barbara who upon our return was immediately on the telephone to tell her girls in Atlanta how good your system is!! To actually get two people to totally understand what is required in such a short space of time is very difficult and I compliment you on the way in which you have both achieved that on our behalf. Also the friendly and comfortable atmosphere that you created also helped us a great deal in that we were able to give you a better idea of our needs."

Mike Hollow, Global Marketing Communications