

SOFTWARE TO MAXIMISE YOUR HIRE POTENTIAL



CASE STUDY: IMPACT MARCOM



MCS-RM MAKES A GREAT IMPACT - HOW TECHNOLOGY IS HELPING TO IMPROVE IMPACT MARCOM'S BUSINESS

Customer: Impact Marcom

Web: www.impact-europe.com

Country: United Kingdom

Industry: Audiovisual, Videoconferencing & Collaborative Technologies

Products:

- MCS-rm

Benefits:

- Intuitive interface – improving communication with clients and enhancing business operations
- Streamlined work flow processes by centralising product and customer information
- Seamless integration to third party applications – ensuring prior investment in technology has not become redundant
- Improved management reporting - expediting the decision making process

"Implementing MCS-rm has meant greater overall efficiency for the business. In addition, to extend our hire application into a true Customer Relationship Management operation would be a great boon to us, enabling more focussed marketing and tighter controls over our quote to sales conversion."

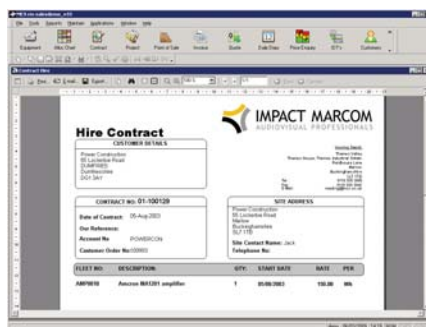
John Moore, Rental Manager

Established in its own right 25 years ago, Impact Marcom hire, part of the Impact Marcom Group, provides a professional, efficient and reliable audiovisual and video conferencing rental service. Today its range of equipment has expanded significantly and the company has established itself as a leading provider in its field with a reputable list of clients.

The Challenge

The growth in Impact Marcom's overall business has seen the company increase its product range and service enabling clients to enjoy same day, next day and even out of hours short or long term hire.

This highly pressurised and demanding environment called for the company to re-evaluate its existing UNIX based solution from MCS and consider the new working practices and advantages that could be gained by implementing a Windows based hire management solution.



The overriding factor for change came with the group wide implementation of the Exchequer accounting system. Its implementation alienated the hire

business from connecting to the same database and with all other business functions being serviced by Windows applications, there was little doubt the system had to be replaced.

The requirement for email based communication, seamless integration with the Exchequer accounting system and the ability to interface with other MS applications, without compromising the core hire functionality, formed the basis of Impact Marcom's tender.

The Solution

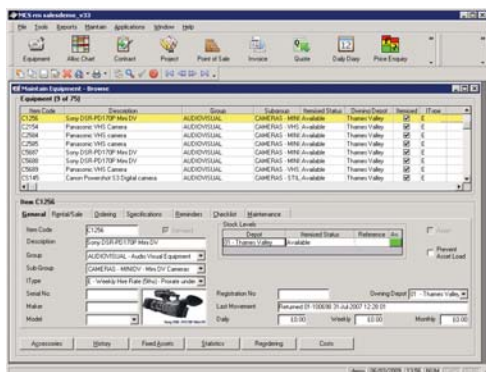
Impact Marcom trialled a number of systems during the evaluation process but soon they realised by selecting MCS' Windows-based hire solution they didn't have to compromise on functionality or integration requirements.

Indeed the strong strategic business partnership that had linked the two companies for over 15 years was another compelling reason to implement MCS-rm. Impact Marcom knew that they were in safe hands with MCS' expertise and invaluable on-going support.

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The Benefits

The move to the Windows platform has been well received by the whole company, with little disruption to the working environment.

Users have found the MCS-rm solution intuitive and simple to use, which has revolutionised communications with clients as well as day to day business processes.

Since its implementation, Impact Marcom has streamlined the workflow process and hire staff are able to work more efficiently and responsively to

customer requests. Previously the data from the quote handling system had to be duplicated but now integration has meant that quotes can be created quickly and easily using customer and product information all extracted from the same source. In addition, quotes can be exported into MS Excel for more detailed tender documents and management reporting.



As well as improving 'front-office' efficiency, MCS-rm has improved back office operations, with modules such as Fixed Assets. Furthermore, the ability to provide customised reporting for management has simplified the decision making process for the equipment rental part of the business.

The Future

"Implementing MCS-rm has meant greater overall efficiency for the business. In addition, to extend our hire application into a true Customer Relationship Management operation would be a great boon to us, enabling more focussed marketing and tighter controls over our quote to sales conversion", says John Moore, Rental Manager for Impact Marcom.

For more information;

Impact Marcom
www.impact-europe.com

For more information about MCS;
www.mcs.co.uk
sales@mcs.co.uk

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MCS Ltd
Ashwood Grove Business Park,
White Waltham, Berkshire SL6 3LW
Tel: +44 (0)1628 828000
[e: moreinfo@mcs.co.uk](mailto:moreinfo@mcs.co.uk) [w: www.mcs.co.uk](http://www.mcs.co.uk)

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