



SELECTED WORKBOOK

STREAMLINED BUSINESS

Veritas turns to the Project Management Solution Workbook, to reduce redundant administrative processes and to give the agency a complete view of the business, providing scalability to support their planned growth.



VERITAS CHALLENGE

In 2011, Veritas found itself in a situation that numerous agencies face: trying to efficiently manage a rapid-growing, fast-paced agency with an outdated project management system. For a rather large agency, it was absolutely necessary to have a system that is user-friendly and scalable, while providing real-time information accessible to the agency.

After a lot of consideration and research, Veritas chose to implement Workbook. Once they made the decision, Workbook was up and running in 8 weeks.

THE RESULT

Workbook has especially helped Veritas to gain greater transparency, and better visibility and approval of time and expenses as well as project billing. Since Veritas acquired the Cloud based version of Workbook, they can access the solution anywhere, anytime. It also helped Veritas:

- Streamline project management and administrative processes
- Provide flexible pricing options to meet specific client needs
- Provides better time and expense approval processes
- Achieve real-time information accessibility
- Provide a lower cost of ownership over time (Cloud-based solution)
- Scalable, industry-specific solution to support their growth



*This is an exciting development for our company,” says **Raymond Siu**, Veritas’ chief financial officer. “We are very much looking forward to the gains in efficiency and the rapid implementation of a cloud-based, industry-specific solution.*

OTHER FACTS

- Rapid implementation methodology / 8 weeks
- Transferred knowledge during the collaborative implementation
- Train the Trainer approach to roll out Time & Expense to the end user community
- 70 users access the solution

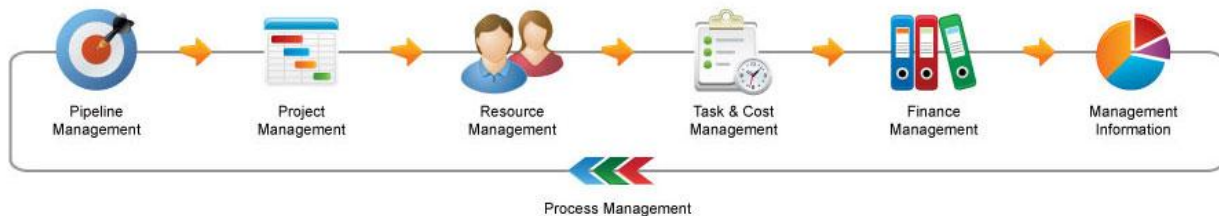


ABOUT VERITAS

Veritas Communications is a North American agency that walks the line between public relations and marketing to inspire positive word-of-mouth and drive brand preference. The agency specializes in influencer marketing and reaching brand advocates through digital, social media, promotional and traditional channels. Veritas belongs to the MDC Partners Network and is headquartered in Toronto with a satellite office in New York.

ABOUT WORKBOOK

WorkBook is a user-friendly web based system that runs in the cloud. WorkBook have helped more than 300 project driven organizations all over the world to get better workflows, utilize resources, manage pipeline, run projects, collaborate with clients, maximize profitability and control the finances. With WorkBook you will get a grown up ERP system, but with the fraction of the cost of other systems on the market. It's not rocket science, it's business as usual.



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