



## Case study: e2, Sydney, Australia

### The background

Based in the eclectic inner city Sydney suburb of Surry Hills, e2 is a consultancy specialising in experiential strategy, graphic and interior design. A team comprising researchers, innovators, strategists, designers and producers is led by expat Brits Robbie Robertson and Alex Ritchie.

In offering its clients 'transformative change', e2 delivers projects that work on three key levels: business imperatives, human factors and design aesthetics. e2's high profile clients include China Telecom, Sony, Qantas and one of Australia's leading high street banks, Commonwealth Bank.

### The search



In its infancy, e2 relied on MYOB software and numerous Excel spreadsheets to keep track of projects.

But as the company grew to a team of 15, managing director Robbie Robertson realised a simpler system was needed.

'It was becoming too arduous so we wanted a system that was going to streamline our processes and reduce our project management time,' he explains. 'Mainly it was for timesheets, being able to track projects to ensure they stayed on budget and allow us to be able to ask the client for more money when the jobs ran over.'

Frustrated by the options available in Australia, Robbie turned to the internet and discovered Synergist from leading reseller Express Systems.



## The solution

As well as fulfilling all of e2's project management and job costing needs, Robbie says what ultimately sold him on Synergist was how easy it is to use. 'It gives me the ability to know where all the live jobs are at a glance with the thermometer,' he says.

## The service

Express Systems director Jay Neale personally installed Synergist at e2's Sydney office, having completed much of the preliminary set up remotely from the UK.

For Robbie, Express Systems' hands-on approach was much appreciated. 'The implementation and set-up experience was great,' he says. 'Jay spent a week with us to bed down our systems and train us all on what to do.'

'I would have liked to have him come back three weeks later as there were so many questions that came up once I started using the system on my own.' Fortunately, Jay is always contactable via phone or email and continues to work closely with e2 to ensure the company is getting the best possible results from Synergist.



## The result

Using Synergist has not only improved e2's efficiency in areas such as estimating and invoicing, it has also enabled staff to analyse and streamline their own work practises.

'Synergist has been amazing at being able to track the effectiveness of the team. It has got them to really think about the amount of time that is needed to complete a project,' Robbie says.



He adds: 'I would absolutely recommend Synergist from Express Systems – it has already paid for itself by providing me with visibility on every project and allowing me to get more money out of clients!'