

# VentureWeb selects Replicon to enhance productivity, profitability and agency growth



**Customer**

VentureWeb

[www.ventureweb.com](http://www.ventureweb.com)

**Industry**

Professional Services

**Headquarters**

Johannesburg, South Africa

**Solutions**

- ▶ Client Billing
- ▶ Expense Management
- ▶ Time & Attendance

**Challenges**

- ▶ On-premise access to timesheets
- ▶ Slower invoicing to payment cycles
- ▶ Lower visibility into team resources and utilization rates across projects
- ▶ Lower visibility into project status and estimates versus actuals
- ▶ Required quicker access to time and project data for client project updates and statements of work documents
- ▶ Needed a more scalable system to support foreseeable business growth

**Benefits**

- ▶ Submit and approve time and expense data from anywhere, anytime and on any device
- ▶ More immediate time entry and real-time visibility against projects and budgets
- ▶ More efficient time to reimbursement for employee-incurred expenses for clients

**Background**

Headquartered in Johannesburg, South Africa, VentureWeb is a marketing staffing and digital creative services firm, with full-time employees and contractors in Australia, India, North America and throughout Europe, South America and Africa.

**Scaling with the right system for time, expenses and projects**

Like all global marketing agencies, VentureWeb’s revenue and growth is dependent on securing projects and retainers with clients that are interested in using their services – and accurately capturing the time worked to bill back to the client and maintain profitability.

Previously, VentureWeb used an Excel-based system to capture time worked by its employees. However, the timesheet was locally saved on the company server, which meant that it was only accessible to individuals when they were in the office. For contractors, hours were sent to VentureWeb’s project leads and payroll as separate spreadsheets and invoices. As the firm continued to experience foreseeable growth, it recognized the need to find a scalable solution to support its expansion goals.

**Enlisting Replicon to automate processes**

VentureWeb conducted a search online and evaluated a number of cloud-based time, expense and project management solutions, including Replicon. The firm selected Replicon’s client billing, time and attendance and expense management solutions to support its business needs.

Using Replicon, VentureWeb can set up an unlimited number of projects to better track estimated hours and expenses against actual figures, enhancing billing utilization and project profitability. In addition, users have an easy-to-use way of capturing time anywhere, anytime and on any device, as well as full visibility into all employee reimbursements and client expenses, with an automated multiple currencies function for faster time to reimbursement.

**A true partnership to drive team, project and business success**

Replicon’s centralized system provides VentureWeb’s project leads and senior management with insights into a team’s time and project status in an instant. VentureWeb can also easily track expenses from contractors – such as purchasing digital images for a client or business travel – to provide up-to-the-minute insights into a project’s total costs.

According to Christine Beadle, operations manager at VentureWeb, the Replicon solution acts as a central repository for clients, past projects, revenue and profitability. Historical data is always at the team’s fingertips to fast-track statement of work documents for prospects and additional client projects, and communicate updates to clients on time spent working on campaigns.

“We use Replicon each day to view reports on billability and total costs incurred, and we have deeper insights on the status of a client’s project and its overall profitability. If clients ever query an invoice, we can pull a report quickly showing all the time and expenses incurred, collate the comments and send this to the client in a matter of minutes. In practically all cases, the report answers all their questions,” Beadle said.

“As a digital-first agency, we understand the importance of investing in the right partners and technologies to support a company’s vision and strategy. We see Replicon as deeply-rooted in helping us meet our goals in productivity, project profitability and bottom line results.”

Christine Beadle, Operations administrator, VentureWeb

- ▶ Integrated time and expense data with payroll software for more streamlined processing  
More accurate project estimates based on historical data
- ▶ Halved time taken to generate 600-700 invoices by deadline each month
- ▶ Increased individual and team productivity
- ▶ Improved profitability across multiple projects worldwide

#### About Replicon

Replicon is the leading provider of time asset management solutions. Our award-winning solutions help customers capture, manage and optimize their most important and underutilized asset – time

Our diverse customer base – from start-ups to Fortune 500 companies – trusts Replicon to help boost productivity, improve project visibility, eliminate revenue leakage and maintain labor compliance. Replicon has over 500 employees in the United States, Canada, India, the United Kingdom and Australia, serving thousands of customers worldwide.

For more information, visit [www.replicon.com](http://www.replicon.com)

Another driver in choosing Replicon was its ability to integrate seamlessly with Sage, VentureWeb’s payroll system. In the fast-paced professional services industry, timesheets are collated at the end of the month, with all invoices to be sent to the client within five days of time being submitted, approved and streamlined to Sage. In VentureWeb’s case, two people process payroll, with upwards of 600 to 700 invoices being created each month.

“As VentureWeb grew, it was increasingly a time crunch to send out invoices to clients by deadline. Replicon has helped us continue to accelerate the process, however, to the point where we’ve halved the time to create invoices, and kept this task to two people across the entire organization,” Beadle said.

As the marketing staffing and services firm continues to grow, Beadle believes that Replicon will continue to play a core role in helping VentureWeb drive even greater efficiencies across the organization.