

Case study

Profiles Creative



Profiles Creative has been connecting the very best talent in the creative industry to the finest brands and agencies since 2002. The boutique agency recruits for both freelance and permanent Design, Ecommerce, Marketing, PR & Comms and Client Services roles across the UK.

The challenge



Reduce the workload created by systems that didn't integrate

Profiles Creative has a significant proportion of freelancers among its workforce, submitting weekly timesheets. It was running a finance system alongside a timesheet portal, with no integration between the two - creating unnecessary workload.

"In addition, we recognised that modern day accounting systems could now offer a significant amount of enhanced functionality and reporting that just wasn't available in the system we were using at the time," says Financial Controller Lee Cook.

Profiles Creative sought a system that would synchronise tasks, increase efficiencies and be easier to use. "Cross-platform communication was also important," says Lee. "We used a timesheet portal and QuickBooks and considered Intime, Sage and expansions of the existing systems. In the end, our evaluations identified that iplicit could replace several of our existing systems and be more effective as one single solution."

“ Provides excellent time savings but also peace of mind that nothing is lost or overlooked ”



The solution

Processes are more efficient and reports are more accurate

Profiles Creative was an early adopter of iplicit, running it alongside its existing software initially to ensure a smooth transition. The company has seen substantial benefits from the move.

1 One integrated system.

Where Profiles Creative previously relied on separate tools for timesheets, invoicing and accounting, iplicit handles all three. Around 1,500 temporary staff submit their timesheets on mobile devices, feeding directly into the approval process. "It's truly remarkable," says Lee. "Not only is iplicit as good as anything I've ever used with regard to resilience but it's now all in one single solution."

2 Automated invoicing.

Invoices that previously had to be created manually in Excel are now generated automatically. "Before iplicit, we had one member of staff working over three days per week on this," says Lee. "Installing iplicit saved us a significant amount of time and increased our accuracy massively. I'd say we can now do at least 3.5 days of the old way of doing things in less than a single afternoon."

3 Automated payments.

Payments that previously required manual handling are now fully automated, freeing up further time for the finance team.

4 Smarter authorisation workflows.

"With iplicit we can set up reminders and authorisations that are sent intelligently, so as to only contact those staff with outstanding actions – either to submit or approve a timesheet, depending on who they are," says Lee. "The fact that this is now automated provides excellent time savings but also peace of mind that nothing is lost or overlooked."

- 3.5 days of work now completed in less than a single afternoon
- Multiple systems replaced with one single solution
- Significant time savings and massively increased accuracy

The outcome

80% of business runs through the finance system

"As a finance user myself, the best thing I have to say is that I don't have any issues with it at all," says Lee. "It just works, day in day out and 80% of our business is now running through this single system that I don't have to worry about. Working from anywhere is also a dream; it's seamless and it means that whether in the office, travelling or at home, I can work from mobile, tablet, laptop or desktop – it no longer makes a difference."

