



Propelling Growth Across the Globe with SAP® Business ByDesign®



MCI Group
Geneva, Switzerland
www.mci-group.com

Industry
Professional services

Products and Services
Consulting services in sports
and entertainment

Employees
2,100

Revenue
>€400 million

SAP® Solution
SAP® Business ByDesign®

The MCI Group helps enterprises to strategically engage and activate their target audiences, building the dedicated on- and offline communities they need to strengthen their brands and boost performance. MCI's rapid growth is supported by the SAP Business ByDesign solution, which offers the scalability and flexibility of the cloud, streamlined processes, faster financials, and greater transparency company-wide.

Before: Challenges and Opportunities

- Manage organic growth plus mergers and acquisitions leading to a heterogeneous IT landscape that required consolidation to form a foundation for the future and establish transparency across the company
- Enable further company growth and acquisitions; 2 years ago MCI had no presence in the United States, and now it has 200 employees there
- Find a solution that integrates project management, supplier invoices, finance, and optimized cash management

Why SAP and AGENTIL

- True cloud solution at no additional cost, removing worries about memory and upgrades along with issues with existing IT suppliers struggling to cope with MCI's growth
- Scalable solution, starting with 10 users and growing to 100, with plans to reach more than 1,000 within 2 years
- Predefined processes and built-in best practices – all with a consistent and intuitive user interface
- Full integration and transparent flow of data, which can be followed step-by-step
- Flexibility to reflect the special characteristics of particular locations and the uniqueness of the business

After: Value-Driven Results

- Improved processes and streamlined financials, with half-year closing down from 1 month to less than 2 weeks
- Reduced the number of bank accounts to only 1 while optimizing cash levels and having full transparency into which cash belongs to which customer
- Simplified the life of project managers by making data transparency and data entry available all the time through mobile apps, providing a 360-degree view of projects and removing many manual tasks
- Rolled out a solution template being used at 2 locations to 10 more locations starting in 2017

“When people come together – with the right support – magic can happen. SAP Business ByDesign helps us along our growth path and makes it easier for us to focus on boosting peoples' performance.”

Olivier Ripert, Group Financial Solutions Manager, MCI Group

Featured Partner



>50%

Time reduction for half-year financial closing

10

Locations within 2 years

Optimized

Cash level and project manager performance