



# SBS Group Presents: *Case Study for Microsoft Dynamics SL*

## SBS Group Helps Czarnowski Exhibit Business Efficiency and Success

Czarnowski, a privately held company headquartered in Chicago, Ill. has provided trade show and exhibition services for nearly 60 years. Today, it ranks among the nation's largest exhibit service suppliers. The company plans, designs, builds, transports, stores, installs and removes trade show booths and exhibits. Czarnowski also offers associated services, including catering, event planning and customer support that are available 24 hours a day. Through its 13 main and 25 ancillary offices in the United States, it handles approximately 9,000 jobs each year with many Fortune 500 companies relying on its services.

## Business Situation

After years of steady growth, Czarnowski realized it needed a financial and project accounting system that could help the company operate more efficiently. Individual offices were using different accounting and project management systems. The corporate office was using time consuming and redundant manual processes for consolidation. Managers had difficulty gathering detailed project cost records in order to analyze business practices from location to location. And finally, the accounting team had difficulty consolidating project details and costs into singular client invoices which lead to significant delays in billing and collections.

"With the level of detail we needed, the process was almost overwhelming," said Czarnowski's Director of Business Applications.

In order to address these challenges, Czarnowski sought a project management and accounting solution that could:

- Manage a high volume of jobs and projects
- Streamline business processes and eliminate redundant data entry
- Provide current, accurate and detailed job and project data to help the company shorten its billing cycle

## Business Solution

Czarnowski turned to SBS Group for assistance in identifying a new financial and project management solution that would help them overcome their business challenges. After considering several products with SBS Group, Czarnowski selected Microsoft Dynamics for its strengths in financial and project accounting and ease of customization. SBS Group was hired for the implementation as well.

With help from SBS Group, Czarnowski deployed several modules with Microsoft Dynamics and Microsoft Visual Basic for its financial and supply chain management functionality, including:

- **Job Entry:** A customized interface with 13 different Microsoft Dynamics input screens for streamlining the job entry process so Czarnowski has all the information it needs to plan, budget or perform the job
- **Transportation:** A module to manage freight and handling transactions that automates billings with Czarnowski's negotiated rates and posts these transactions to the purchase order, accounts payable and project management systems
- **Pre-Allocation Processor:** Allows Czarnowski to associate any overtime with the appropriate rate for each category of labor. It also uses the module to allocate revenue for handling and transportation costs

Besides adding the custom modules, Czarnowski uses third-party software to integrate customized client Web sites with Job Entry giving customers the ability to view images of their inventory and to change their project orders. Czarnowski was among the first in the industry to offer this option to customers.

"They (SBS Group) had extensive experience with Microsoft Dynamics, which strongly influenced our decision," said Czarnowski's Director of Business Applications. "Companies don't undertake deployments like this lightly and with Dynamics and SBS Group, we had both the right software and the right partner to help us succeed."



# SBS Group Presents: *Case Study for Microsoft Dynamics SL*

## **Business Results**

By deploying Microsoft Dynamics and its custom modules with SBS Group, Czarnowski was able to secure a project and financial management system that can grow with the company and handle its large volume of projects. The system has also helped Czarnowski expand its business, reduce time spent on business processes, manage expenses more efficiently and gain more timely information.

“There is no question that we have attracted and retained more customers since we deployed Microsoft Dynamics,” said Czarnowski’s Director of Business Applications. “With our increased ability to track every part of a project, customers clearly see how we have spent their money.”

## **Improved Efficiency**

With the integration and automation of its business systems, the company has moved from multiple financial and project management systems to one, helping Czarnowski to function more efficiently. Now, it can easily manage the 9,000 jobs it takes on annually.

## **Increased Market Share by 30 Percent**

Microsoft Dynamics has helped Czarnowski continue to grow when others in the exhibition market are struggling.

“We increased our market share by about 30 percent,” said Czarnowski’s Director of Business Applications. “That’s partly due to our financial stability but it’s also because Microsoft Dynamics gives us complete, timely information that we can act on.”

## **Accelerated Project Planning by 90 Percent**

By automating business processes, Czarnowski no longer has to gather and consolidate information from its various locations by hand. Instead, detailed job and project data is captured automatically and shared with all who need it. As a result, Czarnowski has not only eliminated redundant data entry and reduced errors, but has also accelerated planning time for projects by 90 percent.

## **Trimmed the Billing Cycle from Six to Three Weeks**

By using one Microsoft Dynamics database, Czarnowski has reduced its billing turn around by half. As a result, the company also receives payments sooner.

## **Enhanced Decision-Making and Customer Service**

Microsoft Dynamics has given Czarnowski the ability to track every job in minute detail and process that data in one central location helping to analyze trends and act more effectively.

“We make better decisions because we have accurate, timely information to operate with,” said Czarnowski’s Manager of Business Applications. “We get quicker feedback and can easily measure performance against our past results, which helps us respond more quickly to customer needs.”

## **Created a Foundation for Expansion**

By deploying Microsoft Dynamics, Czarnowski has also gained a financial and project management system that can meet its needs far into the future.

“Now, we’re looking forward to the future. Microsoft Dynamics has already helped us become more competitive,” said Czarnowski’s Director of Business Applications. “And because it’s so flexible, we’re confident we can use it for a long time.”

## **About SBS Group**

SBS Group provides industry knowledge, technical savvy and project management know-how to create technology solutions that deliver measurable results for your business. With over 25 years of experience, SBS Group provides a single source efficiency to the implementation of today’s technology solutions. Our 25 office locations enable us to provide cost-effective implementation, consulting, training and support both remote and on-site.

*Working with clients, not just for them*<sup>®</sup>

©2012 SBS Group All Rights Reserved

Offices located throughout the United States

Phone: 888.725.2555 | Email: [info@sbsgroupusa.com](mailto:info@sbsgroupusa.com)

