

aACE

CASE STUDY

KNOCK



Client Overview
Operational Overview
The Case for aACE
The Implementation
The End Results an ROI



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CLIENT OVERVIEW

Branded design is the core of KNOCK's expertise. Their strategic design solutions have garnered acclaim from their professional peers and results for their clients. Since 2001, KNOCK's interdisciplinary team of designers and strategists has created breakthrough brands and communications for Fortune 500 leaders and entrepreneurs in retail, consumer packaged goods and creative nonprofit organizations.

KNOCK's capabilities span identity and brand development, environmental design, in-store marketing, print, broadcast, packaging and interactive design, with a focus on integrated solutions that work across all media.

OPERATIONAL OVERVIEW

Running a fast-paced marketing company is challenging: multiple deliverables per job, very tight deadlines, teams of creative personalities and a diverse group of vendors. With world-class clients and a growing reputation for succeeding where others fail, errors are unacceptable. Tightly integrated software is a must.



"We would highly recommend working with aACE. They are approachable and easy to work with. Their knowledge is very expansive in regards to how their software can work within your business environment."

Lili Hall
President

Erin McCloskey
Director of Creative Services

INDUSTRY

Professional Services

NUMBER OF EMPLOYEES

40

DEVELOPMENT ENVIRONMENT

FileMaker

SOFTWARE

aACE Enterprise Edition

KEY BENEFITS

- Automated and streamlined operations



CASE STUDY

THE CASE FOR aACE

In 2007, KNOCK was facing a good problem: lots of new work was coming in and KNOCK had outgrown their current systems. They hired a consultant to help find a solution, and KNOCK almost immediately identified aACE as the right fit. aACE provided the comprehensive integration required to streamline KNOCK's time and expense management, purchasing, invoicing, accounting and sales processes.

Further, it had attractive and simple interfaces pleasing to the creative staff who would be required to use the software in order for the implementation to be a success.

THE IMPLEMENTATION

The developers at aACE and KNOCK worked together closely during the initial implementation of aACE 3.0, their aACE 4.0 upgrade in early 2011, and the time in between and since. Together we continuously improve and streamline KNOCK's operations. AGIS acts as KNOCK's outsourced information systems department, providing whatever support is required. On a few occasions this has even included helping KNOCK secure new business by providing the technical expertise required by prospective clients. Our relationship continues to grow over time as both companies evolve, and we are happy to have been even a small factor in KNOCK's success.



CASE STUDY

THE END RESULT AND ROI

See what KNOCK has to say below:

After reviewing a number of programs that felt off-the-shelf, aACE stood out from the rest. Being that KNOCK is a design agency, we appreciated the design of the interfaces – they are very clean and concise. The other systems were clunky and confusing. Their System covered the work process from start to finish. aACE had the ability to support our company and help us manage our business as we continue grow. The system also had the ability to be easily customized to our workflow. The developers of aACE worked closely with us to make this system work smoothly in our company.

Without much training you can logically understand how this program fits into our work environment. It has a comprehensive Customer Relationship Management section that leads into prospective customers becoming real customers. From that point you can take an order from start to finish by capturing deadlines, resources and material costs spent on a project, as well as extensive accounting functions. The program is user friendly and easy enough for our whole staff, with varying levels of technical skills to embrace.

We really liked Michael Bethuy's entrepreneurial spirit. His suggestions for the ways aACE could support and grow with our company for the future were very helpful. Michael prepped us on what was to be expected for the initial install as well as the upgrade. During our upgrade Michael was onsite to help problem solve so that it was seamless. He was very approachable and a great problem solver. We would explain what we do in our business, and he would develop a solution within aACE that supported our workflow.



aACE has helped us streamline many of our processes. We have a snapshot of each project with many of the important details being on one screen. We instantly see our profitability within our projects and have specific numbers or data regarding many aspects of our business.

We would highly recommend working with aACE. They are approachable and easy to work with. Their knowledge is very expansive in regards to how their software can work within your business environment. After both installs we continue to work with their support team when new ideas or customizations arise. The team at aACE comes up with great solutions and is able to keep our aACE system up to date with the needs of our company. The aACE program has helped us manage our business in a number of ways.

– President, Lili Hall and Director of Creative Services, Erin McCloskey



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