



Brief Case

POSSIBLE

SUMMARY

POSSIBLE, a national digital marketing agency, was formed through the merger of 4 different advertising companies. While the merger met its objectives for creating a world-class agency, it also led to redundant, inefficient operational processes and support systems. Error-prone manual intervention was required on a regular basis to reconcile important business and employee information.

Guidacent was asked to lead the assessment and integration of these operational areas.

The Guidacent team developed unified processes and requirements that still respected the uniqueness of each business. Upon completing the fundamental groundwork, the team worked with the client to select and integrate a third-party application along with supporting processes and tools.

The end-result was a unified operating and financial system that met the needs of the newly formed organization.

Guidacent provided a leader that started by working with key stakeholders to create alignment on a shared vision for how the entities would operate together.

Partnering with Guidacent allowed the client to focus on their business goals while implementing a complex, multi geographical ERP system in a compacted timeframe.

“Guidacent’s strategic focus and dedication to getting straight down to business, was critical in our success. By providing an experienced leader who dove in immediately, we were able to assess risks, make educated decisions, and provide thoughtful feedback in critical areas throughout the project.”

“I was also impressed with the focus on building trust and relationships across the organization, which were the key to delivering a successful launch.”

– Jeff Cordick, VP Finance and Operations