

C A S E S T U D Y



**Location:**

Mülheim an der Ruhr, Germany

**Employees:**

50 employees, including 30 consultants, additional editorial and creative staff

**Company:**

Koob

KOOB®

KOOB®

## CASE STUDY

## OVERVIEW

KOOB, based in Mülheim an der Ruhr, is one of Germany's leading PR agencies working in three core industries; Building, Food & Utilities. With a wide ranging customer base across Europe, clients include Switzerland Cheese, Pioneer Electronics & Velux. Their objective is to enhance the relationships between their clients, their clients customers and the general public.

Fresh ideas, experience and energy are key ingredients for the 50 employees at KOOB who emphasize the importance of an integrated and strategic approach to their clients marketing communications. KOOB are members of the Association of Public Relation Agencies and are accredited with DIN EN ISO 9001:2000.

**KOOB'S SPECIALIST AREAS:****FOOD CLIENTS:**

Tengelmann, Switzerland Cheese, Nordmilch, Niederl. Geflügelwirtschaft, Spanisches Generalkonsulat – Etat Rioja und TAPAS

**BUILDING / HOMES / ARCHITECTURE CLIENTS:**

Velux, Weber Haus, Obi, Erco Leuchten, Knauf Insulation, Asphalt und Bitumen Beratung

**ENERGY & UTILITY CLIENTS:**

Eon Ruhrgas AG, Deutsche Steinkohle AG, Stadtwerke Düsseldorf, Pioneer Electronics

**WHY KOOB CHOSE PROAD**

Reference provided by Martin Krupinski (pictured), Finance Director & Mike Wettig, IT-Manager

"After the decision was made to buy ProAd it was very positive that J+D encouraged us to carry out a very detailed pre-implementation

phase, as already defined workflows were reconsidered and optimised. After four to five months of planning, data entry and training we went live on the 1st of January 2001. Since implementation a key benefit has been that the discipline of time registration has improved considerably "

"Indeed, ProAd has allowed us to monitor work much more closely as it flows through our agency. This has resulted in a much higher level of projects that stay on budget and also highlights potential issues when approaching the set budget levels. Staff are more conscious of their part in the whole process and responsibility at each stage is highly visible. From a management perspective the powerful reporting system gives us an overview of all our work in progress, which assists with predicting realistic and achievable timescales, budgets and staffing requirements."

"The conclusion after 6 months of working with ProAd: Control and analysis features are being used and appreciated more and more. The acceptance of the system throughout KOOB is superb, mainly due to individuals having a very positive experience. This has been underlined by a staff questionnaire. Another very positive aspect was the "inspection audit" by J+D that was carried out 2-3 months after going live with the system. Our positive experience with ProAd and J+D Software has led us to act as reference for potential new clients to speak to about our experience. Also, after the completion of the implementation we are working with J+D to suggest and test enhancements for ProAd."

**START:**

Beginning of 2000 the decision to move to a new software with the aim of implementation of a new job costing system with an account linkage by 01/01/2001

**CURRENT-STATE:**

Spring 2000, presentation of ProAd, decision in July 2000, implementation from September 2000, "going live" from 1st January 2001, since June 2004 ProAd Professional. Hardware: PC and Macintosh.

**SERVICE PROVIDED:**

Coaching, consulting, concept audit, support agreement, consulting agreement, training, hotline support, program customisation.

**J+D COMMENT**

The close cooperation with KOOB has enabled J+D Software to develop specific features and reports that are designed exclusively for the PR industry. This in depth relationship with KOOB has allowed J+D to provide a more comprehensive service for all our PR clients. This partnership based development of ProAd is a core strategy for J+D Software and it is one we aspire to develop with all our clients within the creative industry.

**PROAD**   
AGENCY MANAGEMENT SOFTWARE

| J+D | Software