



acclimation



## MCCANN AUSTRALIA UPGRADES FROM SAP ECC TO SAP BUSINESS BYDESIGN

Company Type: Advertising and marketing agency  
Founded: 1955

**MCCANN**  
AUSTRALIA

**SAP** Business  
**ByDesign**™

## OVERVIEW

McCann Australia is an award-winning creative advertising agency. The agency has offices in Brisbane, Melbourne and Sydney, and is an affiliate of the McCann WorldGroup network. With a growing need to transition its reactive project management style to support increasingly fast-paced creative projects, the McCann Australia team decided to upgrade its system to a fully managed model. To empower its management team and access improved data analysis, McCann Australia engaged SAP Gold Partner, Acclimation, to oversee the implementation of SAP Business ByDesign and transform its business operations into a more proactive project management environment.

## Key Outcomes

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- Transition from reactive to proactive project management
- Simplified user interface for improved user engagement
- More control over data analysis for improved decision-making
- Reduced reliance on technical IT support for day-to-day system use



# The Challenge

## Integrating systems for increased adaptability

With fast-paced projects requiring quick responses and decision making, McCann Australia needed to transform its operations to support more proactive project management and improved user analytics. McCann Australia wanted a single source of truth without the need to manage multiple applications with multiple data

sources. In addition, a simplified and easy to use user interface was key to ensure user engagement. The McCann team decided to move towards a more integrated, fully-managed model (SaaS) to meet current and future business objectives without requiring technical IT skillsets to maintain on-premise or privately hosted systems.

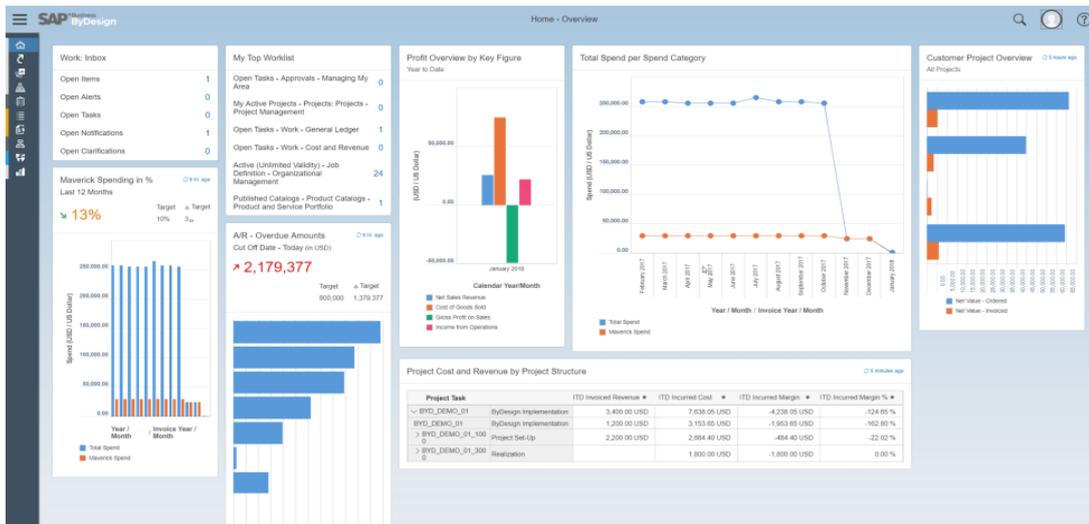
# The Solution

## Upgrading data analysis for improved business decision-making

After going to market with a request for proposal (RFP), the McCann team selected the SAP Business ByDesign ERP as it was fit for purpose and met the business requirements in terms of consolidating multiple data sources. Acclimation came highly recommended by SAP Australia due to its strong reputation in the industry as an SAP Gold Partner. The McCann team selected Acclimation as the ideal implementation partner for the SAP Business ByDesign deployment due to the Acclimation team's in-depth

knowledge of the system and industry experience.

The SAP Business ByDesign implementation has helped McCann team members gain real-time project information when they need it, instead of analysing business performance after month-end, leading to more proactive decision-making across the team. In addition to helping McCann meet both its business and financial requirements, the new ERP rollout has resulted in increased user engagement and interaction since its implementation.



# The Impact

## Transitioning the business from reactive to proactive management

By deploying SAP Business ByDesign across McCann Australia's operations, Acclimation gave the team more control over its data extraction and analysis. With a user-friendly, intuitive system, McCann Australia transformed its operations from reactive management to proactive management, leading to better, more informed business decision-making, and the ability to quickly adapt to project requirements.

With less of a reliance on technical IT knowledge, business subject matter experts can quickly and easily create reports from data sets when they need them. As a result of the implementation, McCann Australia transformed its business operations and integrated a system that put the business back in control of the

front-end, while SAP manages its back-end technical requirements.

Since implementing the SAP Business ByDesign system, McCann Australia has experienced a high level of enthusiasm and engagement from its staff for the new system, with increasing numbers of users logging in over time. The McCann Australia team's immediate focus is to enhance training and business change management to empower users with the new system.

After achieving a successful implementation of ByDesign, McCann has also chosen to extend its interaction with Acclimation by moving into the Integrated Support Model for post Go-Live Support resulting in a continuous engagement of SAP optimisation.



**“Working with Acclimation for this deployment was a positive experience for our team. We were impressed by Acclimation’s understanding of the industry, technical expertise in the SAP Business ByDesign product and their ability to proactively interact with our project team in a highly collaborative manner. The implementation of SAP Business ByDesign has helped us meet the business objectives we set out to achieve.”**

McCann Australia Chief Financial Officer, Chief Operations Officer, Zain Hoosen