



# Lang Communications - Hosted ASP Solution

## Who is Lang Communications

Lang Communications helps clients communicate with a wide range of audiences by providing advisory and copywriting services.

Established in 1982, the company has an exceptional record of repeat business from its corporate clients and the design, PR and advertising agencies it works for.

## The mission

- Allow fast, easy timesheet entry via Apple MAC's
- Ensure that no billable time is missed.
- Simple, easy to install and manage with minimal IT knowledge

## The solution

Implement Timewatch's hosted **asp-time**® Package and utilise Timewatch's consultancy and implementation services.

## The results

- Timewatch Servers Ease of use ensures that 100% of billable time is recorded by users.
- Mobile workers can access the system from any location.
- New projects are seamlessly integrated into the system.
- Administration is minimal and IT skills are not required.
- A weekly user fee eliminates the need for any capital outlay on new software or hardware.
- Whilst Timewatch provides the technical architecture the security of company data is assured.

## TIMEWATCH CUSTOMER CASE STUDY

### Customer Summary

*"As a small company we need to focus on doing billable work rather than on administration. We now have a quick and simple means of capturing time and providing management information. We've also got reliability and security without the worry of maintenance."*

**Sally Lang**, Director, Lang Communications.

Lang Communications produces magazines, annual reports, brochures and web content. Its staff may be writing speeches and presentations one day and copy for packaging the next. The company also advises on investor and employee communications; brand development and corporate identity.

The company employs a core team of writers and project managers and calls on a range of regular temporary staff to cover busy periods and specialist assignments. Teams are regularly established then disbanded; individuals may work across different teams and there are several projects in progress at any point. In order to track progress and prepare interim and final bills the logging of time is essential.

*"We work to deadlines so I like to keep accurate records and know exactly where we are with a job"* said Sally Lang, Director. *"The priority for us was to make it easy for individuals to enter timesheets. We needed a solution that would work on MACs for timesheet and expense entry and PCs for Accounting and because we do not have dedicated on-site IT support we wanted to avoid technical hassle."*

*"Timewatch had the answer",* says Sally Lang. *"Timewatch offer a Serviced Package whereby they provide everything we need for a weekly fee, I*

*keep all management data including job numbers, rates and invoices up to date and the other members of staff use a browser to tap into a web service hosted by Timewatch. This method is much easier for everyone"* she commented.

As soon as a job is confirmed it is entered into **asp-time®**. The job data is automatically and securely published within the Web Server and everyone who is allocated to a project sees the new job in their timesheet. When a user enters their timesheet via the Web, it is automatically encrypted and posted back to **asp-time®**. At the end of each job or month she pulls all the data into a bill.

**asp-time®** runs everything yet security is maintained. All of Lang's confidential data about clients and finances is still safe inside the company firewall. Only Employee and Project codes are held outside the firewall, and all of this is encrypted.

*"It is very easy for me to enter, change and delete information"* said Sally Lang. *"We have a seamless and instantaneous move from entering a new job to being able to log time to it. This is a definite plus and filling in timesheets has been made so simple it requires little effort."* When Lang Communications moved to the new system they needed no understanding of IT architecture. They simply drew on the Timewatch experts who helped them set up **asp-time®** then

entered all the parameters that Lang Communication needed for its own business operations.

Sally Lang again: *"The Timewatch people have been unfailingly helpful, even when we had some unexpected problems with the way we had set up our computer system. We had wonderful support, both technical expertise and calming reassurance."*

According to Sally Lang the system encourages staff to complete timesheets regularly and efficiently. *"It has greatly improved time recording. I think we capture 100% billable time, even though we may choose not to bill for it."*

As the administrator she spends much less time getting hold of information. *"It used to take me 30 minutes each week to enter timesheet data, now this is done for me".* The result is a reliable flow of management information and the assurance that everything gets logged and billed without anyone having to stop work to achieve this.

*"We had been looking for something that would effortlessly look after itself and leave us to get on with our business. The clever bit is at Timewatch's end and the easy bit is at our end, where no technical knowledge is needed."*

Lang Communications pays a weekly fee per user for this service which is run from Timewatch's web server. There is no capital outlay, no overhead cost and support is included. Because the web server can be accessed from anywhere, laptop users and individuals working on a borrowed computer can still receive and submit data easily.



### Product Summary

Lang Communications implemented the **asp-time®** Time Recording and Billing Solution.

The Solution includes the local administration system which is used to setup and maintain users, Jobs, rates etc, run reports and create invoices, it also maintains the Customer's Web Service which users log into to enter their time and expenses.

All software including **asp-time®**, the Web Service, setup, support, upgrades and backups is included in the **asp-time®** hosting fee.

For further information on the **asp-time®** Service, please contact:

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