



## **ARION ERP CASE STUDY DIGITAL MARKETING AND ADVERTISING INDUSTRY**

# Client Overview

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The client is a leading firm offering an extensive range of marketing and advertising services through offline and online methods. Client serves a wide array of industry domains with their specialized solutions. They cater organizations ranging from start ups to large scale enterprises. Some of their services include strategy development, marketing related communications, digital marketing, etc.



Arionerp is dedicated to providing the best industry specific ERP solution for your business with great functionalities. We provide great customer satisfaction by continuous growth and innovation.

## What Issues Did Client Face?

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Client was in need of a system that helped them in managing their financial and creative assets, effectively managing different customer accounts, project management, managing the sales and delivery of their creative services, and efficiently managing their human resources, through the means of streamlined administrative processes. Such a system was required by client in order to handle their various creative projects in an optimized way, and achieve superior customer satisfaction.



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# How Did We Resolve These Issues?

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The ArionERP solution brings management of financial resources, customer accounts, projects, and human resources all together in a single system. This was done to reduce operational complexity and increase overall productivity. The solution has a powerful accounting module that can easily handle even the most complicated financial management processes. ArionERP solution helps to manage a project throughout its entire life cycle from its inception up till its delivery. It takes care of human resource planning for most optimal utilization of human capital. The solution also supports smart decision making through its business intelligence and analytics capabilities.



## Key Points Of Our Solution

The ArionERP solution was designed keeping in mind the unique requirements and challenges present in the marketing and advertising industry. With this objective, we developed a potent system that provides an intelligent way to manage the day-to-day business operations, and is scalable and flexible enough to adapt as per changing needs. The system brings visibility into different business departments, reduces time and money spent in management processes, and improves operational performance at the organizational level.

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The background of the slide features a silhouette of five business professionals walking across a wooden pier or boardwalk. The scene is set against a bright, hazy sunset or sunrise, with the sun low on the horizon, creating a warm, golden glow. The silhouettes are dark against the lighter background, and their reflections are visible on the wet surface of the pier. The overall mood is professional and forward-moving.

## How Did The Solution Benefit Client?

The solution has streamlined various business processes allowing the organization to effectively respond to any changes in their business environment. Client has been very satisfied with the significant improvement in the productivity of the organization that has happened as a result of the optimization of the key business operations.

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