# WILD•CARD

**Industry:**

An independent public relations consultancy,

30 employees

Offices in London and Truro

Having used cloud-based Innate Timesheets for 18 months, Wild Card were confident of Innate's capability and products, and chose to add Innate Resource Management software and rates tables to provide a complete solution.

Innate software now provides all the spreadsheet's capabilities in a single easy to use system at modest cost.

# innate
## THE RESOURCE MANAGEMENT SOFTWARE COMPANY

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## Using Innate resource management software to optimize the utilization of billable staff in a PR Agency

Working with major consumer brands, Wild Card has built up a range of high profile clients in food, drink, home, lifestyle, leisure and tourism

## Challenges

Like any organisation whose reputation and profitability depends on the work their skilled people perform directly for their clients, Wild Card needs to plan carefully how to deploy their 30 people each month, and ensure that their work for each client is commensurate with their fee income from that client.

They had in place a Timesheets system from Innate and a very well thought through spreadsheet for planning resource usage and tracking cost v fee income. Unfortunately, the spreadsheet took a great deal of effort to maintain, so a replacement solution was sought.

## Solution

Implementing **Innate resource management software** has delivered these key benefits for Wild Card:

- The complete solution at much less effort than maintaining a complex spreadsheet.

- A solution well-implemented by Innate to meet Wild Card's specific needs.

- Excellent reporting, enabling managers and consultants to see on their Home Page key information relevant to themselves on planned and actual effort and cost, with appropriate comparisons with Fee Income.

- A much wider range of viewing the data than a spreadsheet allows.

- Very easy to use planning capability, enabling the organisation to maintain utilisation of each consultant consistent with fee income from each client

- Very easy-to use timesheets so that consultants complete their timesheets daily and hence management can spot anomalies immediately.