



Peter Heijblom, Mood Media 'OnGuard is indispensable in our business'

The Mood Media Group is a leading supplier of creative marketing solutions in North America, Europe, Asia and Australia. In 2007, Dutch company Alcas became part of Mood Media during restructuring activities. Peter Heijblom had already achieved good results with OnGuard in his time at Alcas and, soon after the international expansion, was able to convince various international branches of Mood Media about its benefits.

Results

- More customers in less time
- Structure in credit management process
- 10% reduction in DSO within a year
- Flexible profiles
- Management information
- Comparison with other countries
- Links to other systems
- Complaints handling

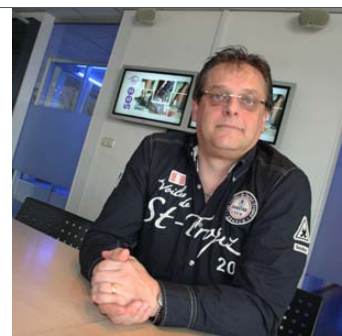
Peter Heijblom, Credit Manager, Mood Media Netherlands

- 'Better structure is better insight and more time for true 'value adding' activities.'
- 'OnGuard is an indispensable part of our business management.'
- 'Optimal service for the customer and maximum results for Mood Media.'
- 'OnGuard has grown at a similar rate to Mood Media; not only in opportunities but also in international vision and approach; an absolute added value.'
- 'That our DSO was reduced by 10% within a year, was a double bonus.'



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Introduction to OnGuard

Heijblom: 'I discovered OnGuard in 2004, when looking for a system that perfectly suited our credit management process. Another system was also considered, but was quickly outclassed by the user-friendliness offered by OnGuard. According to Heijblom, the main advantage is that OnGuard allows one to select the method of collection/demand. For example, our own rules for payments and reminders can be configured in the software.' The clear pictograms in the OnGuard timeline immediately show which actions in the debtor path have already been completed and which are still scheduled for execution. 'Our customers are categorised based on payment behaviour. Each customer group has been assigned a separate monitoring profile with specific monitoring actions. This is very useful because the resulting summary list allows one to focus on the most important facets. The main aim was to structure our credit management process so that all steps in the process could be followed up and monitored. The fact that our DSO fell by 10% within a year, was a double bonus', states Heijblom.

International growth

Alcas previously focused on the Netherlands, Germany and Belgium. 'Now that we are part of the Mood Media Group, the world is our playing field. Mood Media supports over 116,000 commercial sites and has more than 35 offices worldwide, which means Mood Media is responsible for a considerable share of the increasing global market for branded music, visual content, scent technology and radio and digital signage.

The smaller entities that joined the Group generally had their own approaches to credit management. While this may have been sufficient for single companies, it failed to offer an overview of the broader Group structure. And that is one of the benefits of OnGuard. One of the other definite benefits is that OnGuard has grown at a similar rate to Mood Media; not

only in terms of opportunities but also in terms of international vision and approach'.

Shared Service Centre

Recently, Mood Media's Shared Service Centre in Romania also introduced OnGuard. The Service Centre serves a variety of customers. Heijblom: 'OnGuard's continuous real-time insight into all transactions and agreements is an absolute necessity. The better the structure, the better the insight; this means more time is left over for true 'value adding' activities. Naturally, the main aim is to conduct effective credit control from Romania, but we should also be aiming at optimum services for customers and maximum results for Mood Media.'

Links

Heijblom: 'From the very outset, I have argued that OnGuard should be linked to other systems so that performance can be optimized in all areas. Our external complaints management system is currently linked to OnGuard, which offers us an overview of all complaints and shows us where (most) improvements can be made.'

Mood Media uses OnGuard together with information from Dun & Bradstreet. Heijblom: 'Linking this information to Navision helps to create a complete solution.' In short: OnGuard is an indispensable part of our business management. This tool can allow us to manage our ambitious customer portfolio, while keeping our DSO to a minimum. I am convinced of that.'