LIMBAS

Business Solutions

Success Story

| music support group |

Step by step to the ERP

As a full-service provider for the music and media industry, the music support group GmbH (msg) offers a wide range of products, reaching all the way from production in high-end recording studios to CD pressing and graphics, to consulting, training and know-how transfer in its own media publisher, Sonic. It also runs the private academy Deutsche POP in ten different locations in Germany and Austria and the state-recognized university of the popular arts (hdpk). In the offered bachelor's program, future professionals get prepared for their carriers by actual professionals and learn how to implement their creative ideas successfully, technically and economically.

"When I first spoke to the LIMBAS technician, it was immediately clear to me that he was not trying to sell me something, and could really deliver what I needed. Investing in LIMBAS certainly required courage because I would only be able to see the finished solution after the development was completed. But the investment in Limbas proved to be worthwhile for us all along the line!"

Christian Einsiedel, Head of IT Systems, music support group GmbH.
(Translated by LIMBAS)

LIMBAS: "You where looking for a CRM solution for your enterprise, why"?

msg: "We have successfully built up the media academy Deutsche POP over years. We have used this experience to found the private university of the popular arts in Berlin. At the start of the university, of course, many new requirements came up, which we had to meet with a software solution. In addition, the software was to be extended to the group-wide ERP system in the long term, over several branches. The openness of the new solution was important to us. It should be flexible to meet our needs as we respond to the needs of our customers. In addition, the costs had to be manageable."

LIMBAS: "What were the most important technical features you needed"?

msg: "Open source was an important issue for us. Even if LIMBAS has developed a very good development partnership, we did not want to depend on a partner forever. In addition, software licensing costs are eliminated, and the budget remains open to your own requirements. Browser technology should be because we work across many branches and in various hardware prerequisites. This allows all employees to work on the same system via PC, Mac, or from the iPad and to access all data in real-time. In addition to that, we needed the basics like a secure, high-performance database technology and the many interfaces."

LIMBAS: "Why exactly did you choose LIMBAS"?

msg: "Of course we had several suppliers in the narrow selection: one we did not like, the other was too expensive. Finished software should have been adapted to our needs. This is why the idea of taking a tailor-made system came up.
In LIMBAS we have seen a lot of potential. Like us, LIMBAS is open in all directions and will be variable enough in the future for our business. We have, of course, looked at the limits in LIMBAS. But the system is well scalable, as the requirements grow, the existing solution can be extended via extensions. And when more users are added, we only need to invest in hardware, but not new software licenses."

LIMBAS: "What are the requirements for your LIMBAS system?"

msg: "The core of the current system is a CRM for the university, which is used to manage the student data as well as the interested parties. The organizational course of studies is linked to this. For example, grade management can be viewed not only by the Department of Study, but all students have their own secure access. There they can track their grades over the year and see the weighting of the individual grades and modules. You can also book training sessions online. LIMBAS also manages the rooms and dates of the courses.

At the academy, we are not quite that far, here we have just introduced the CRM. Our long-term goal is to map the entire company management with LIMBAS."

LIMBAS: "How close to reaching that goal are you?"

msg: "The university software is in operation and is actively used, in addition to detail enhancements, there are only minor extensions. For the German POP area, the most important challenge was to manage the amount of inquiries well. Many people are interested in the creative field, but not everyone wants to book a whole study course. They are right at the academy. At LIMBAS, we have now implemented a workflow solution to support our customer advisory and simplify the processes there. We work with external partners such as a call center and a dispatch service provider to answer all inquiries in a timely and customer-oriented manner. The LIMBAS workflow controls the communication between these parties. The nice thing about this solution is that our employees finally see all the important information on one page. Actionbuttons show us the next step, necessary entries make the system automatic. All that helps us in the sales, just because more time for the customer contact remains. Next, we want to expand the system to include contract and contract management and to map the training organization of the German POP."

LIMBAS: "Sounds great! Have there been any problems you have stumbled across during the implementation?"

msg: "Of course there were! With such a large reintroduction, not everything can run smoothly. At first, it takes time until all the employees have settled in LIMBAS. Who is greatly exited, if he has to work in a new software? The support was great, there was always fast help, if something went wrong or questions arose. Despite all the difficulties, the kind of cooperation with the LIMBAS developers has pleased us, you can see the quality of the work and the perfect detail. Even with regard to our specific system, it was always a matter of really understanding our needs and offering a solution, often better than the one we had in mind. This also has a temporal component. Of course, we would have liked all the functions immediately, but many modules build on each other and could only be implemented one after the other. So we developed the step by step system, and analized our workflows one after another. This is the actual added value for us. The project does not only develop a software but a few of our most important business processes."

LIMBAS GmbH