


## CASE STUDY:

### ERP upgrade advice and business case development

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*Embarking on the challenge of obtaining executive sponsorship to upgrade an existing Procurement application suite, Affinion Group, a large loyalty marketing firm based in Connecticut, selected Synapse SE to advise the Director of Accounting and the Vice President of Finance on the development of a value-based business case in preparation for a proposal to their executive committee.*





**Description:**

Leading provider of innovative membership services, loyalty programs, direct marketed insurance, and value-added checking programs.

**Size:**

3,000+ Employees

**Headquarters:**

Connecticut

**Industry:**

Professional Services

**Software:**

Lawson Software



## BUSINESS NEED

After a 15-year struggle with internal Procurement processes, Affinion Group took the initiative to seek buy-in from their executive committee to upgrade their legacy Procurement applications. This represented the starting point of an effort to improve business processes for personnel related to the Accounts Receivable, Accounts Payable, and Procurement functions.

The existing Procurement process required input from 30 separate employees, who often didn't have complete knowledge of what the end-to-end process required of them. In addition, Affinion Group was obliged to comply with Sarbanes-Oxley (SOX) regulations by year-end.

## SOLUTION & RESULTS

Synapse SE was engaged to provide advisory-level services to the Director of Accounting and Vice President of Finance to help craft a value-based message that would exemplify the need for streamlined Procurement processes that could be achieved through the use of more current technology.

We worked alongside Affinion Group’s management personnel to transfer application-level functional knowledge to their team in order to strengthen their case for upgrading the previously selected platform, Lawson Software. Over the course of only a few weeks, we had helped them assembled an arsenal of content that supported their go-forward strategy, along with a preliminary estimation of the time and costs that would be related to the effort.

With a tentative plan in place, adequate knowledge of the application’s pre-requisites, and value-based supporting content, the client was well-prepped to present their business case to the executive committee at their headquarters in Connecticut. The effort was a success and the application upgrade received executive sponsorship to move forward.

#### **ABOUT SYNAPSE SE**

Synapse SE is a provider of management advisory services, technology consulting, and staffing services for Healthcare and other organizations throughout North America. We create value for our clients by leveraging industry-specific capabilities, a national delivery model, and uniquely blended strategic and tactical services. For more information, visit [www.synapse-se.com](http://www.synapse-se.com)

For more information on this case study, or for questions regarding our services, please contact us at 800.934.4110 or [information@synapse-se.com](mailto:information@synapse-se.com)

*“I’ve noticed and recognized a high level of professionalism from Synapse SE.”*

Director of Accounting  
Affinion Group