



CASE STUDY

BVDW: Leading industry association



THE COMPANY



- BVDW serves as a platform for collaboration, advocacy, and networking among companies involved in digital marketing, advertising, technology, and related fields
- In addition to DMEXCO and the German Digital Award, the BVDW also organizes the CDR Award
- Today about 650 companies of all sizes are members

THE PROBLEM

- Fragmented system landscape with many different operational systems (HubSpot, Datev, Google Analytics, LinkedIn, etc.)
- Strong reliance on Excel reports resulting in high manual effort across departments
- Added difficulty for financial reporting through organizational split into registered association and limited company

SOLUTION

- Definition of company-wide reporting template fitting the departmental needs and leadership requirements
- Integration of key operational systems for real-time & automated KPI calculation and report creation
- Leveraging of Google Sheets integration for efficient manual data input
- Setup of GDPdU import for both entities

KEY BENEFITS



Single source of truth
for data-driven management



Department-spanning transparency
on a high level with direct access to detail information



Plan-actual comparison of financial performance
readily available across both organisations



Higher reporting quality
Lower reporting effort and easier identification of data quality issues

„ValueWorks as a one-stop solution has helped to streamline and simplify processes - in accounting as well as in communications and sales.”

Malte Hasse
Managing Director BVDW Services GmbH

