



CASE STUDY

C_Space finds single system of engagement, improves transparency by 90% with Workfront

C_Space, a Consumer Collaboration agency, specializes in gleaned consumer insights for their clients directly from consumers via private online communities and offline events. Part of their success hinges on their ability to on-board and acclimate collaborative consumers into these communities in order to deliver impact to their clients.

Feeling the need for greater visibility into their work efforts, C_Space dedicated resources to finding and implementing a dynamic project and resource management application. This application would need to facilitate the scaling of their business. Marcia Gallicchio, Director of CORE Resource and Project Management, was chosen to lead this effort, reviewing their processes, challenges, and inefficiencies and define the requirements for their ideal tool.

c space

-  C_Space
-  Consumer Collaboration
-  cspace.com
-  Boston, MA

AT A GLANCE

CHALLENGES

- Poor project data visibility resulted in significant product delays that cost millions in new revenue
- Manual, time-consuming processes prevented effective collaboration between global team members
- Lack of alignment led to improper resource management and bottlenecks

BENEFITS

- Increased efficiency—On-time product delivery rate increased from 50% to 80%, generating millions in new revenue
- Greater productivity—Team members regained 30% of their time for innovation
- Reduced meeting time

THE CHALLENGE

The review found that C_Space had customized SharePoint to be their internal help desk queue, managing hundreds of programming requests each week. They had also used UNIX for capacity planning. Each individual managed their own projects using anything they were most comfortable with, including One note, Outlook To Do's and Excel spreadsheets. Despite these tools, teams had no efficient way to provide visibility into the management of the 300-plus projects occurring simultaneously in their pipeline.

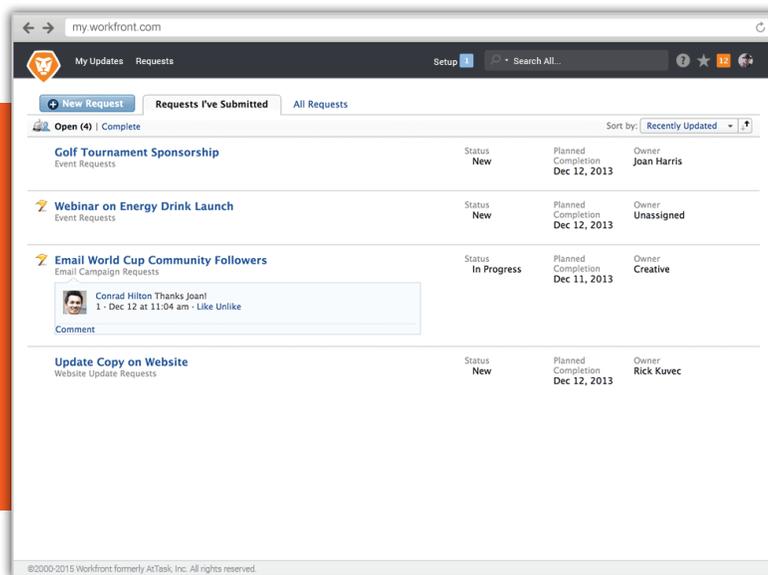
Due to these decentralized tools, projects were managed in a piecemeal fashion. To discover or report on project statuses, for example, employees had to spend additional time compiling reports and statuses from scratch. In many cases, team members abandoned their tools altogether and began tracking all of their project information in Excel. This practice started taking the team's time away from more crucial activities and more importantly, the information was kept in personal silos that no one had access to.

THE WORKFRONT SOLUTION

As Marcia set out to evaluate the tools in the marketplace, she had a few important requirements. She knew the right solution would have to provide data at the portfolio and project level. Also, that data would have to be accessible enough to be used to balance workloads, provide insight to available resources, collect the right data to make efficiency decisions. Finally, whatever solution she chose would have to allow team members to manage their own work.

After reviewing 10 different online project management applications, Marcia was intrigued by Workfront. The solution could place the ownership of and accountability for tasks squarely on the team members who were actually working on those tasks. At the same time, Workfront could be a single system of engagement where teams across the organization could capture and organize project data in one place.

In April 2012, convinced that it met the requirements for her team to be successful, Marcia chose Workfront as her team's solution of choice.



“HAVING CRITICAL WORKLOAD INFORMATION IN ONE PLACE IS BY FAR THE MOST IMPORTANT THING THAT WORKFRONT HAS DONE FOR US. BEING ABLE TO SEE WHERE WE ARE AT IN REAL TIME ALLOWS US TO MAKE BETTER BUSINESS DECISIONS FOR OUR COMPANY AND ULTIMATELY OUR CUSTOMERS.”

REAL-TIME TRANSPARENCY

As the organization's project managers and team members began using Workfront, they soon found significant and unprecedented visibility and data into their resources and processes.

With the teams entering project statuses and other data in Workfront on a daily basis, stakeholders could suddenly see what was happening on projects in real time, instead of wasting time compiling information elsewhere. Time spent on project-related 'status' email was significantly reduced, giving them more time to focus on actual project work. Instead of spending several hours to figure out project launch timelines, project

managers could simply pull up a template, enter a start date, and produce an accurate estimate in 30 minutes. Project data was available to anyone with one click, saving hours previously spent on data gathering. And instituting a help desk queue via Workfront to manage hundreds of ad-hoc requests a week for programming became a godsend for close collaboration, efficient workflows and crucial data collection for scaling the business.

Workfront gave both managers and team members visibility into projects they had never experienced before. From the massive amount of project data gathered in the solution, Workfront reports produced 90 percent more data, and visibility, than C_Space's past tools had and allowed the company's leadership teams to make smarter, data-driven decisions.

"AFTER VETTING MANY DIFFERENT ONLINE APPLICATIONS, WHAT ROSE TO THE TOP FOR US WAS WORKFRONT. BEING ABLE TO PROVIDE AN APPLICATION THAT GAVE OVERALL INSIGHT BUT STILL ALLOWED PEOPLE TO MANAGE THEIR OWN PROJECTS WAS THE NUMBER-ONE REASON."

—Marcia Gallicchio
Director CORE Resource
and Project Management,
C_Space

Devour Your Team's Work Chaos With Workfront

Meet the King of Work Management. With real-time work planning, tracking, collaboration, and reporting, Workfront enables enterprise teams to:

- Drive greater productivity by automating repetitive manual tasks
- Increase communication and transparency through social-style updates and dashboards
- Reduce project failure with real-time views into project progress and resource workloads
- Provide data-driven insights for constant improvement

