

Case Study:
Building a Workflow
Tool for a Global Tech
Company



Issue:

The internal creative practice of a Global Tech Company had only recently opened their doors when they knew they needed resource tracking and workflow help, but they were not sure how to tackle the problem, because it involved security issues that highly impacted the type of solution that could be implemented.

Needs:

Resource Tracking Tool
Workflow help

Complication:

Global Security Issues

Discovery:

Through conversations with key stakeholders, we realized there was an opportunity to improve how the company worked through centralization - by creating a tool that could consolidate and filter all of the firm's project information, assets, and resource management through a central dashboard.

Learnings:

Despite the company's global reputation for sophisticated innovation, we learned that the primary issue was their staff was having problems finding existing, already created work, much of which was stashed away on physical drives that were not logged and were not easy to find.

Solution:

Our solution was to use the company's proprietary cloud platform as a mini-DAM. We uploaded and organized all previously created work, and developed a piece of software to create a workflow and a centralized dashboard that leveraged the features of the company's existing platform. Some of the features of this centralized workflow have since made their way into the company's public-facing global platform, and are used by millions daily.

Results:

- A clear view of who is working on what and how busy they are
- A clear view of all versions of work being done
- A clear view of all schedules and how they overlap (if they overlap)
- Clear communications and collaboration among all team members, including external third-party contractors
- Simple, easy to use design
- Happy clients