

## CASE STUDY

# HOW ATTASK GAVE RED DOOR INTERACTIVE BACK THEIR TIME, INCREASED THEIR PRODUCTIVITY

By moving away from disjointed project management tools to a single work management hub in AtTask, Red Door Interactive stopped chasing down work data and got back more time for value-generating activities.



-  Red Door Interactive
-  Marketing Agency
-  50+ employees
-  [www.reddoor.biz](http://www.reddoor.biz)
-  San Diego, California

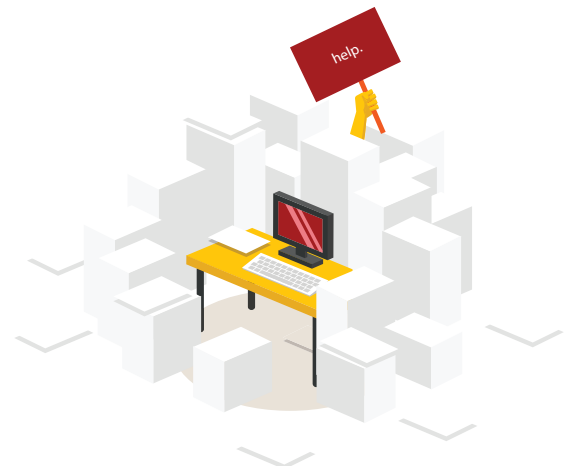
## TOO MANY TOOLS

With locations in San Diego, Carlsbad, and Denver, Red Door Interactive's more than 50 employees offer its clients a wide variety of marketing services, including strategy, creative, user experience design, social media, SEO, technology, business intelligence and more. As a program manager at Red Door, Bill Reels acts as the primary contact for a diverse array of client projects that the agency engages in, as well as any client-related tactical issues that arise.

In the past, project managers at Red Door used to spend considerable time and effort wading through information from multiple disparate sources just to see what projects were being worked on, determine status, or forecast resources for upcoming projects at Red Door Interactive. Project plans were maintained in MS Project. Potential opportunities were housed in Salesforce. Day-to-day tasks were managed in Rally. Understandably, the task of assembling all of the data from so many tools was becoming a huge drain on the team. More importantly, Red Door was not able to have clear view of the work assigned to resources across the organization in order to effectively plan.

Just to put together the information needed to forecast resources for upcoming projects, the project management team lost up to 50 man-hours per week pulling data from multiple sources—spreadsheets, Outlook folders and various files on team members' desktops—and assembling them into the report they needed. Too often, the value of this effort was diminished by its timeliness: the collected data was out of date before the forecasts were even completed.

The disconnect between data sources and systems also resulted in duplication of effort for Bill and the team. For instance, if plans created in MS Project to pitch a project for a potential client resulted in an actual engagement, they had to be retyped into Rally. These problems, coupled with excessive manual effort, communication disruptions, and lack of agility, prompted Bill to look for a new work management solution.



## STANDING OUT FROM THE COMPETITION

At a previous company where he had worked, Bill had faced work management challenges similar to the ones plaguing his team at Red Door and had evaluated several competing solutions. At that time, he had chosen AtTask Enterprise Work Cloud for its rich feature set, intuitive interface, powerful capacity planning, and ability to view everything project-related in one place. Now faced with the same problems, Bill determined it was time to put AtTask through Red Door's evaluation process.

"We picked AtTask mainly on the merits of its functionality, but what really won us over was its easy-to-use front end," Bill said. "All of the data in AtTask is laid out in a manner that is easy to scan through. In one click, you can drill down from summary information into more detailed information that you might need to focus on."

AtTask would also give project managers and stakeholders an interface tailored to each user's specific role. Project managers would have a comprehensive view of their projects, while individual developers would see only those items that they needed to currently work on, including when they were due. Rather than having to search through a long list of irrelevant tasks, developers would see only the items they needed to see, making it a lot easier for them to get the information they needed and get started.

## VISIBILITY IN ONE PLACE

Bill ranked project visibility as the greatest benefit that AtTask gave the team and Red Door as a whole. Being able to quickly see in one location everything relevant to their ongoing and upcoming projects eliminated the need to toggle between their previous solutions. It also made them more agile as a business and enhanced their ability to serve their clients.

"Being able to always have a single point of reference in AtTask for all of our work saves our project managers five to ten hours a week," Bill said. "AtTask lets us spend more time doing work, instead of organizing the work we want to do. For our smaller projects, that can be the difference between being profitable or not."

## MORE TRANSPARENCY, FASTER DECISIONS

That same all-in-one-place visibility made it much easier for Bill to forecast and plan resources for upcoming projects, especially when coupled with the capacity planner in AtTask. Instead of spending several hours gathering and analyzing information from different data sets and systems, AtTask let them simply click on the projects they were interested in and run the pertinent reports that management needed.

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Program Manager  
Red Door Interactive

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But the capacity planner did more than just save time for Bill's team; it created a level of transparency with Red Door executives that hadn't been possible previously.

"Our plan is to give our executives a much better read on the pulse of current projects and where they're headed," Bill said. "Also, we can look more frequently at where our resources are actually going and make quicker decisions."

The benefits of AtTask spread in turn to Red Door's clients. Across website designs, TV advertisements, or social media campaigns, the data captured in the capacity planner and project templates let them create more accurate, transparent quotes for clients.

"AtTask lets us quickly tell our clients how much a project will cost and how long it might actually take to complete," Bill said. "That alone is pretty powerful."



## DRIVING MORE EFFICIENCY AND BETTER RESULTS

For a business that is interaction-oriented and driven by measurable results, AtTask fit perfectly with Red Door's work management needs, delivering greater efficiency, visibility, and agility.

"We're excited to have a solution that actually helps us be more efficient," Bill said. "AtTask provides instant transparency to our whole company as to where we're headed and what we're currently working on. This means we make better business decisions, produce better work, and get more work done each day."


## AtTask Enterprise Work Management

AtTask is the leader in Enterprise Work Management Software and helps global enterprises recognize, understand, and solve work chaos caused by insufficient visibility. Using a combination of technology and expertise acquired from observing the customers we've served, AtTask provides a single system of truth that eliminates work chaos, provides global visibility, and increases productivity.

To learn more about AtTask Enterprise Work Cloud and how it increases enterprise visibility, please contact us at the following:

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