Visibility, Accuracy and Efficiency Help Boost Company's Growth

Background on Top Draw

Founded in 1993, Top Draw is a fully integrated online marketing agency with an expert team of designers and strategists. From digital strategy to responsive websites and web-based applications, Top Draw connects design, technology and real-life data to create custom online solutions that help businesses thrive.

topdraw

Industry: Online Marketing & Digital Strategy
Size: 27 Employees
Location: Edmonton, AB

Summary of Challenges Prior to Function Point

- Top Draw utilized up to eight different software tools to manage projects, which made extraction and transfer of information prone to error.

- The agency did not have a rapid means to review project health, or assess how busy internal departments were.

- Without an integrated project management system, scalability was limited.

Summary of the Benefits of Function Point

- Function Point's all-in-one software system increased efficiency, and reduced the chance for errors during data transfer between multiple software platforms.

- Accelerated reporting provided a barometer to gauge available human resources.

- Improved visibility on clients' projects has made Top Draw more agile in responding to their needs.

- Function Point helped Top Draw break through barriers to growth.

Before Function Point

Synchronizing information was challenging. Top Draw used time-sheet software to track staff hours, but the software didn't show the state of a project's health, or organize projects. To review a project's status, staff first had to make sure employees' hours were logged within the time-management system. Then, they had to extract this information and transfer it to spread-sheets which was time-consuming, and opened up the possibility for data entry issues.

Reporting processes were slow. Without being able to check on the health of a project with any immediacy, reporting did not happen quickly enough for the information to be useful.

Lack of visibility impeded agility. It was difficult for the business to react quickly to events that came out of the blue, or analyze clients' projects on a weekly basis without easily accessible, up-to-the minute information.

Growth seemed impossible. Without a unified project management system, Top Draw felt that significantly increasing the number of clients and staff would result in a burdensome increase in pre-planning and time-management tasks.

Results

Top Draw is a rapidly growing online marketing and digital strategy agency made up of develop-ers, strategists, designers and analysts. Over the last three years, the company's employees more than doubled in numbers from 12 to 27, and it became apparent that the business owners and project managers needed to be able to access information about their project management processes at an accelerated pace; they would either need to connect the disparate software programs they were using, or switch to a wholly integrated project management system.

Top Draw chose Function Point as their all-in-one cloud-based solution. Embracing Function Point brought immediate benefits of efficiency, accuracy and visibility to the business's client project reports. Previously, checking the health of a project meant a delay of 20 to 30 minutes to assemble the information. Once the company's reporting processes were made easier and faster by using Function Point, the Top Draw team reviewed project health more frequently. This was especially useful in managing monthly client work on retainer. The immediacy of project metrics and increased visibility has meant staff has more clarity on where to place their efforts. Visibility afforded the team agility, so they could make nimble adjustments as their client's needs changed.

Function Point assisted Top Draw in breaking through a barrier in terms of the number of clients and employees the company can service. Initially, the concern was that once Top Draw reached a certain number of clients, the job of pre-planning and managing all of the related tasks associated would be too unwieldy. Howev-er, Top Draw discovered that by using the project management system they increased agility and efficiency, and subsequently, didn't have to pre-plan every detail. The online marketing company has been on a growth curve of 30% in revenue year over year, and Function Point has played a key role in aiding their expansion.

Function Point's delivery of real-time visibility, in tandem with accuracy and efficiency, has been a major contributor to Top Draw's ability to read a timely pulse on project health and workload capacity. The agency can now be confident that growth will be supported by Function Point's fully integrated systems, giving Top Draw more time to service their clients.

Next Steps

To find out more about what Function Point can do for your business visit www.functionpoint.com, schedule a **free demo**, or call 1.877.731.2522.

Function Point

Function Point Productivity Software is the leading all-in-one project management solution specially designed for ad agencies, design studios and internal marketing departments who are looking to streamline their business. Our integrated software combines project management, time tracking, CRM, financial, and business reporting tools in one convenient cloud based system.