

About Clockwork 9

Headquartered in Cleveland, Ohio, Clockwork 9 is a multidisciplinary Creative Agency that creates videos, animations, photos, designs, & experiences.

Clockwork 9 was started in 2016 by a band of six freelancers, which included Andrew Spirk.

Clockwork 9 have enjoyed a minimum of 60% YOY growth since opening their doors. With a 'flatland' based culture where true freedom of time and decision making is realized for employees, effective project management is more important to them than almost anything else.



Cleveland, Ohio



Multidisciplinary Creative Agency



9 full-time staff with part-time freelancers



Videography, CGI & Animation, Photography, Graphic Design

Success Champions



Andrew Spirk
Managing Director
Clockwork 9



Stevie James
Account Director
Clockwork 9

“Being able to do the budgeting, the task management, project tracking, and the accounting all in one place is huge. Huge, huge, huge. We need to [get] a really clear picture [of] what's going on. It's really tough to find a software that's actually doing that.”

Andrew Spirk .

Big wins with Function Point!



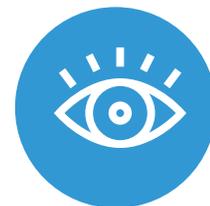
Increased efficiency due to streamlined agency workflow



Increased billable hours and billable rates



Ability to standardize, repeat, and scale internal workflow



Gained cross-team transparency and communication

Challenges Prior to Function Point

-  **Slow onboarding of staff and freelancers onto projects**
-  **Missing deadlines on client projects**
-  **Inaccurate data entry between siloed systems**
-  **Inability to share a holistic overview of projects due to siloed information systems**

Prior to using Function Point, **Clockwork 9's biggest challenge was project and task management.** This difficulty was due to having multiple siloed tools and a workflow that required improvement. They specifically had difficulties tracking the details of their numerous projects that only increased in number. The busier they got the more they found their communication becoming congested and less efficient. **The siloed systems resulted in inability to share a holistic view of the company's projects with their entire staff.**

Their workflow starts with reviewing: what do they have to do, who is best suited for the work, how long it will take, and what ideas do they have to generate to get this project started. If they are doing 20 projects over the course of a month, it becomes difficult to keep track of what is going on, and to share information with their staff.

Prior to using Function Point, **Clockwork 9 had tried numerous other software solutions,** including Teamwork, Wrike, ftrack, Asana, Airtable, Trello and Monday.com.

Wrike was one of the best project management solutions, but being charged for every add-on feature became a point of contention for the team, the onboarding process was not personalized, and there was nobody to talk to when they needed technical support.

Airtable was like an excel spreadsheet on steroids. Trello and Monday amounted to simply task delegation and followup which they felt went against their core beliefs of their company culture. Furthermore, Clockwork 9 utilized Salesforce as a CRM to manage sales activities. However, price quotes were done in a complex spreadsheet that accounted for all their expenses, hourly price, roles, rates, and many more variables. Tasks and information were then entered in Track. After completion of the project, the job and expenses were re-entered into QuickBooks.

None of the solutions provided the ability to give a broad overview of how the agency is performing from a high level. This was a problem because it meant that data sometimes got lost when transferring between different systems, and they were unable to provide a broad overview to the staff of what the company was working on.

They felt software companies assumed that individuals running creative agencies do not care about viewing what the whole company is working on at any given time.

Why Clockwise 9 chose Function Point

- ✓ **Function Point gives management and the entire team visibility to all projects and provide a broad overview of organizational projects to their entire staff.**
- ✓ **Function Point provides an all-in-one solution that meets their creative agency software requirements.**
- ✓ **From the start of the sales process, it was clear that Function Point team is committed to their customers and want them to understand what value Function Point can offer.**

Clockwork 9 were looking for something new where they could combine project management, CRM, and invoicing because the data re-entry made it easy for things to fall through the cracks and cause data inaccuracy. When Clockwork 9 found Function Point, they were still refining their workflow and trying to find ways to increase efficiencies. They found Function Point is built for agencies with proven and effective workflows. This allowed Clockwork 9 to implement workflows that are proven to be efficient and successful without trial and error.

The workflows demonstrated also showed that they would be able to share a broad overview of organization's projects with their entire staff, a feature they had not found in any other solution previously.



Function Point is not perfect. There's a ton of things that we would love to see and that we would change. But it's 90% of the way there, whereas I feel like so many other project management [software solutions] are speaking to people that are either doing all the work themselves or have a team of people that are keeping track of all the people that are doing the work.



Clockwork 9 also needed to ensure that the new software solution can scale as their business grows. They found that other solutions focuses on providing an easy user interface, at the expense of their features, not being scalable as companies grow. Function Point provides a workable user interface that does not sacrifice functionality.

Clockwork 9 values that once you learn Function Point's features you realize how much power is included in the system.

They also value that you can choose to use all the features or just a few. Throughout the sales and implementation process, Function Point was able to demonstrate many agency best practices, especially when working with their Customer Success Manager. They added that, ***"it's very clear how much [Function Point] invests in [their] customers and making sure they're understanding what they're getting into."*** The implementation timeline shared during the sales process reinforces this investment.



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From my perspective, that's my favourite thing about Function Point, how well thought out every single step is, so you're not trying to find a work around for how to do something like you would in a lot of other softwares. It's already thought about and it's already laid out, so you just kind of have to either ask you guys how to do this or sort of poke through it yourself.

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There's no comparison between Function Point's Customer Success Management and previous experience with other tools. There's so much time invested in people at Function Point and Talia was a great example of that. There was no question that she wasn't willing to take on and no way she was going to not respond to us immediately. I was honestly frankly shocked about how many onboarding sessions we got. I was not expecting that.

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Key Successes with Function Point



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We're a small company, with a unique culture founded on transparency and communication. With a flat hierarchy, it's easy to talk to anyone about anything, but sometimes it's nice to sit down with a cup of coffee and dive into the data that Function Point brings to the forefront. You can see everything going on at any moment of the day within Function Point. You don't realize how important that is until it's staring you right in the face.

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Gained full agency transparency across teams through agency workflow

Function Point's ability to share a holistic overview of all the company projects with the entire staff through the agency workflow led to increased transparency of project information and resources, areas where staff can contribute, and important deadlines.

This increased transparency improved communication on projects and has led to a superior quality of the work. Staff understand what is in front of them clearly and understand all the connections between their tasks and what other people are doing.

Before conceptual meetings, everyone knows they can go to the project in Function Point and find all the information they need in one place. **Everything is visible through the agency workflow, and they can see what the anticipated demands are and how they can contribute to them.** Centralized information also reduced miscommunication between the teams.

The improved communication allowed questions that they would not ask before to be asked, and solutions to be created that they would not have thought about before. Above all, Clockwork 9's highest priority is that everybody is more satisfied with the work they are producing. Function Point's all-in-one solutions contributes to making achieving this goal possible for Clockwork 9.



Access to business data and analytics justified an increased billable hours and billable rate

As regular users of data and analytics to make business decisions, Clockwork 9 likes the Function Point's Business Intelligence Reporting feature. This feature allows them to look up important information including project fees, the age and history of projects, and current workload from a project perspective. Historical and real-time data is always available. They can pull up a staff utilization and financial health overview on one dashboard.

Clockwork 9 is also able to track which jobs and tasks their staff were spending their billable and non-billable time on. Using these business insights, in conjunction with their improved work quality, allowed Clockwork 9 to justify a 25% increase in their billable rate. Furthermore, they were able to share these broad overview of the organization's projects and reports with their entire staff, a feature they had not found in any other solution previously.



Ability to standardize, repeat, and scale internal workflow

One of Clockwork 9's favourite things about Function Point goes back to the estimate creation tool in the CRM. They like being able to generate an estimate, get it approved, then create a schedule of tasks, assign people due dates and generate invoices all in one central location. This eliminated transferring data between systems, while integrating with QuickBooks. This flow of tasks increased Clockwork 9's efficiency. The seamless standardized onboarding process and access of information ensures accuracy, high quality work, and consistency in meeting timelines.



We've been able to increase our billable hours. Not only just our hours, but our rate as a result of actually knowing how much energy we're putting into every step of our projects. It's a great ecosystem for all our information.



About Function Point

Function Point alleviates the chaotic nature of operating creative agencies, internal marketing teams, and professional service firms. Used by over 9000 users across the world, the all-in-one solution helps teams connect each stage of project management so you can do what you do best - be creative.

To find out more about what Function Point can do for your business schedule a customized demo with us, or call 1.877.731.2522.

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 **Function Point**