

DREAMFACTORY CASE STUDY: MARKER STUDIO

Interactive Marketing Services Project Management

Marker is a full service digital agency servicing clients since 2000 in New Zealand, Australia, and the UK providing clients with a range of services that includes digital strategy, website and application development, digital creative and user interaction design, and online marketing.

DreamFactory Capabilities:

Every employee at Marker uses DreamFactory's DreamTeam application on a daily basis to help manage every project they do for their clients. Project Managers, Executive Management, Account Managers, Designers, Software Developers, and Administrators use DreamTeam, a web-based project management and collaboration solution native to the Salesforce.com platform.

Tools specifically used at Marker:

- Project Manager
- Collaborative Calendar
- Time & Expense
- Project Reports

Live since: June, 2007

Business Drivers:

Marker's executives decided to purchase a new project management application after determining they did not have reliable information on the time and costs of their clients' projects.

- Marker was tracking time in an ad hoc manner using paper-based forms, and collaborating over e-mail and instant messaging, losing historical information that was important in managing clients' projects effectively.
- Marker also acquired a company that had been using a pure time-capturing tool primarily for designers to use in a Mac-based environment, which was not robust enough for the broader company's needs.
- Inefficiencies during the project lifecycle were costly and impacting customer satisfaction.

Why DreamFactory?

Marker chose the web-based project management and collaboration solution from DreamFactory because of its rich functionality, ease-of-use, affordability and integration with salesforce.com

- DreamFactory applications run native to salesforce.com, which enables Marker to manage pertinent client information and customer "cases" stored in salesforce.com
- DreamTeam delivers robust project management functionality and collaborative features enabling the entire company to effectively manage their projects and work productively.
- With a wide array of skill sets, the product needed to be easy to use and adopted quickly.

Business Results/Goals:

Marker has been able to increase productivity and reduce costs, while improving quality of service with the help of DreamFactory's software. DreamTeam has also enabled the executive team to enforce and drive new business process change within the company.

- Marker has streamlined the invoicing process. And now with better updates on project status, Marker's finance team has instant access to time and materials information and can invoice the customers quickly and accurately.
- Marker's team has dramatically reduced costs by eliminating 4-5 hours each month per employee due to inefficiencies. **That's a savings greater than \$5,000 every month.**
- Through DreamTeam's reporting tool Marker has reduced their risk exposure to cost overruns while keeping profitability in-tact and projects on schedule.