

DREAMFACTORY CASE STUDY: Model Metrics

Salesforce.com Premier Consulting Partner for the Midwest

Model Metrics delivers applications and services for the Software-as-a-Service and Platform-as-a-Service industries, specializing in technology deployments and the resulting culture and business process changes. As their business has matured, so have their Project Management requirements.

DreamFactory Capabilities: Web-based project management, document and data collaboration solution, running on four major cloud platforms: Amazon Web Services, Salesforce.com, Cisco WebEx Connect and Intuit's Partner Platform. The DreamFactory Suite has eight powerful applications that work together to help businesses manage projects; share documents with internal and external team members; collaborate on key business data; submit timesheets; synchronize data across various technology platforms; and track progress with detailed reports.

Tools used for the project include:

- Project Manager
- Collaborative Calendar

Live since: September 2008

Business Drivers:

Model Metrics selected DreamTeam for salesforce.com, to manage their complex consulting projects along with the ability to tightly integrate with their CRM solution.

- They needed to standardize their project management practice with a web-based tool to enable real-time collaboration on the planning process
- Model Metrics runs their entire business on salesforce.com, so the solution being native on the salesforce.com platform was a must
- After building their own internal project management tool, they quickly realized that assigning billable resources for ongoing maintenance was neither feasible nor efficient.

Why DreamFactory?

- Model Metrics chose DreamFactory's online project management solution to manage their delivery practice because of enhanced collaboration, affordability, and integration with salesforce.com.
- Having previously partnered with DreamFactory for a client engagement, Model Metrics recognized the value inherent in the rich functionality and UI of the application to visualize project timelines.
- Completing the 360 degree view of a customer from lead generation through the delivery process, DreamTeam's native integration with the salesforce.com platform made them the clear winner.
- DreamTeam has delivered insight into project status, the ability to view a project's task dependencies, and to assign resources at the task level.

Business Goals/Results

- Eliminated the double entry process often associated with 3rd party Project Management tools, since consultants' time is pulled directly from the Calendar activities.
- Reduced the time required to invoice clients each month by half – from ten to four or five business days.

CUSTOMER CASE STUDY



- Adjustments to billing can be made without impacting the individual consultant's utilization reporting.
- Model Metrics is now able to run their projects more efficiently while increasing profitability.