

DREAMFACTORY CASE STUDY: PAID.COM

Establishing Celebrity Online Presence and Commerce

Paid, Inc.'s celebrity services establish the online presence and commerce for celebrities and bands with official Web sites, enabling them to monetize their brands. The role of the Project Management team is to take the client's vision and see it through to a compelling online experience for the celebrities and their fans.

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 and Document Manager
- Collaborative Calendar
- Time & Expense
- Virtual Workspaces
- Project Reporting
- Data Import/Export – MS Project data

Live since: July 2008

Business Drivers:

Paid.com selected the DreamFactory Suite to manage their celebrity website project management business:

- Two office locations and remote workers created the need for a centralized, web based solution to enable real-time visibility into project status and to reduce redundancy.
- Wide range of technology skills meant the solution needed to be easily deployed, requiring little to no training.
- A solution that is easily maintained without the added costs associated with on-premise solutions.
- Ability to consistently manage the pace of projects rather than rushing in the days prior to a deadline.

Why DreamFactory?

Paid selected DreamFactory's online project management and collaboration solution to manage their client engagements because of its flexibility, ease-of-use, and affordability. With offices in Boston and Worcester, as well as remote workers and external staff, they needed a solution that could be accessed from anywhere, but installing servers wasn't financially feasible.

- As the solution was rolled out to team members, adoption was quick, despite a variety of technology skill sets.
- The solution streamlined the project management process by offering a centralized view of tasks and schedules via Gantt chart and Calendar view, and enables management to keep an eye on the big picture.
- Because the projects are heavily content driven, they can store text and graphics associated with the client and share amongst the two offices and project team members.

Business Goals/Results:

Within a month of contacting DreamFactory, Paid was up and running on the -DreamFactory Suite with over twenty users ranging from daily to occasional use.

- **Paid increased the number of monthly projects by 300%** as a result of dramatic increases in efficiency.
- A centralized Gantt chart has drastically reduced task redundancy, while improving communication and productivity, enabling more efficiently managed client projects.
- The reporting tool improved accuracy of project cost tracking, making future project estimates more accurate and profitable.