

DREAMFACTORY CASE STUDY: PIERBRIDGE, INC.

CRM/Logistics Software Integration Project

Pierbridge designs and develops logistics management software that automates the carrier selection process and routing for parcel shipments. This specific project involved a retail company seeking to integrate Pierbridge's solution into its own CRM software, and making the newly combined solution compatible with carrier (FedEx, UPS, etc.) software.

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 specifically used for the Pierbridge project include:

- Project manager
- Document manager
- Virtual workspaces

Project duration: 4 months

Live since: August, 2008

Business Drivers:

Pierbridge utilized the DreamFactory Suite to set up and manage a software integration project:

- A retail company sought to integrate the Pierbridge solution into its own CRM software, along with integrating the technology into the carriers' software
- The project required identifying, developing and testing specific software modifications
- Integration required collaboration among Pierbridge designers, customer contacts, carrier contacts and developer partners
- Pierbridge needed virtual workspace capability for multiple teams of various project stakeholders, some in different time zones, to minimize the cost and time associated with in-person meetings

Why DreamFactory?

Pierbridge chose the cloud-based project management and collaboration solution from DreamFactory to manage the project because of its flexibility, scalability and lower price point than competing solutions.

- The solution automated the adding of resources to the project to manage tasks and subtasks through interactive Gantt chart and calendar
- The integration team could upload documents and link them to tasks to track project updates and task completions
- Real-time information sharing enabled by DreamFactory's Web-based accessibility streamlined overall project management and sped completion time
- Pierbridge was able to set up 22 separate virtual workspaces, one for each of its VARs, all managed via DreamFactory's user management technology, expediting the project and cutting budget costs

Business Results/Goals:

Pierbridge completed its customer integration project on time and under budget, with the help of DreamFactory's software:

- Pierbridge was able to implement the DreamFactory Suite quickly and easily at the onset of the project, getting up and running immediately
- Pierbridge met the client's expectations of a successful implementation, cutting time spent on the project by 20 percent in the process
- Pierbridge's customer now has an integrated logistics management system that streamlines and simplifies the supply chain process
- In DreamFactory, Pierbridge has found a solid collaboration tool with which to manage a variety of other projects