

CASE STUDY:

@TASK BOOSTS PRODUCTIVITY FOR ANGELVISION TECHNOLOGIES

OVERVIEW

AngelVision Technologies, based in Portland, Ore., is one of the nation's fastest growing advertising and marketing agencies. The company produces 'Impact Movies,' which are short compelling 'online infomercials' that deliver a consistent and persuasive message in a way people enjoy learning (www.ImpactMovie.com). The movies can be used 20 ways, can be used for years and can be translated into 70 languages. Hundreds of companies rely on their Impact Movies as key pieces of their overall sales strategies. AngelVision recently won the 2006 Innotech Innovation of the Year Award for its rapid growth, numerous client success stories and holistic approach to management.

CHALLENGE

With an average 300 percent annual growth since its inception, AngelVision was faced with the dilemma of having to increase its staff or bolster its project outsourcing in order to manage the growing demand for its Impact Movies. The 25-person organization prides itself in customer service, developing a customer project plan for each Impact Movie and managing the entire movie development process. Unfortunately, the company's project management process and spreadsheet tools, as well as its staff size, limited how many projects could be effectively managed at one time or throughout the year.

AngelVision needed a project management solution that could help the company grow without having to increase its overhead expenses. The company also needed a user-friendly solution that could streamline tasks, encourage accountability and automate processes to more effectively and efficiently manage movie projects. In addition, the solution needed to support unlimited projects, as well as allow for quick implementation without interrupting workflow.

After evaluating more than 20 project management solutions, AngelVision selected @task by AtTask, Inc.

SOLUTION

@task is a Web-based enterprise project management software that increases organizational efficiency, individual accountability and managerial effectiveness by allowing AngelVision to define initiatives and projects, automate processes, and distribute real-time data in a secure and easy-to-use environment.

Rather than purchasing and self-hosting @task, AngelVision opted to purchase access to AtTask's hosted service, which only requires users to have Internet access and a Web browser. After setting up its process, defining projects and assigning tasks, AngelVision was up-and-running on @task within a matter of two weeks.

"Many of our processes are the same for each project, so @task, elegant in its simplicity, allows us to use templates to set up each project and repeat tasks and dependencies, which makes it easy to launch new projects and manage existing ones," said Mike Jingoian, founder of AngelVision Technologies. "Half of our implementation time was our company defining roles, responsibilities and projects. While many project management solutions have good features, there is not a better system than @task, which allows us to ramp up so quickly, maintain a small staff and manage an unlimited number of projects."

AngelVision now has a single focal point for project management that allows production team members to assign and assume responsibility for all or part of any project. Information is shared securely between users on a need-to-know basis and @task's automated communication features allow for notification through email to ensure timely review and attention, increasing individual accountability and emphasizing project deadlines.

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Management can also publish and access information all through the @task portal anytime and from any Web browser. As a result, managers can better understand workflow, employee bandwidth and productivity and areas of concern. @task's centralized data storage and customizable reports makes it easy to review information, improve decision-making, make changes and cut down on phone calls and in-person meetings for status reports.

"@task is exactly what we needed," added Jingoian. "I could not have designed a better layout if I had done it myself, and @task's notification feature helps to truly keep people accountable and projects moving. The process we have been able to implement using @task has made us dramatically more successful, as well as cut down on production time and improved our client relations."

RESULTS

@task provides AngelVision with robust project management software that allows the company to implement more efficient processes and streamline task management, which has resulted in a dramatic decrease in the time it takes to complete a project.

"In the first 10 months of 2005, we completed 100 movies," said Jingoian. "In the last two months of the year, following the implementation of @task, we completed 50 movies. Production time went from five months to three months, and we have more time to focus on developing client relationships."

AngelVision also noticed that it was able to bring on more projects without adding overhead.

"Projects are now run so much faster and are so well managed, that we have been able to significantly increase the number of movies we are producing," Jingoian added. "We currently have 200 movies at some stage in the production process, and without @task, we would have never been able to support that many projects. @task has also improved customers service, and in the few months we have been using the software, we have already noticed an increase in repeat sales. More of our customers are coming back because they know that we can quickly provide high quality marketing tools that drive sales."

Jingoian continued, "AtTask is a great company to work with and it has a staff that is passionate about project management. Rather than coming at us with a sales point of view, AtTask truly sold us with its project perspective."

About AtTask, Inc.

AtTask is a leading provider of enterprise project management software. The company's software, @task, lets businesses define initiatives and projects, automate processes, and distribute real-time data through a secure and easy-to-use online environment thereby maximizing management resources, facilitating team collaboration, and improving organizational efficiencies and individual accountability. @task accelerates workflow, decision-making, risk analysis, and contingency planning for a number of distinguished organizations, including Benjamin Moore, Cingular Wireless, Federated Department Stores, Fujitsu, Hawaiian Airlines, Hitachi, Lockheed Martin, Novell, Walt Disney Feature Animation, and Wizards of the Coast. Founded in 2001, AtTask, Inc. is a privately held corporation located in Orem, Utah. For more information about @task, visit www.attask.com.

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