

## Company | **Medium Blue**

Medium Blue is an Atlanta-based search engine optimization and Internet marketing firm that works with companies all over the country. Medium Blue is focused on helping organizations with their long-term success through search engine optimization, website conversion enhancements, and online PR strategies. Promotion World recently named it the number one search engine optimization firm in the world.

Medium Blue manages dozens of long-term accounts and projects that require years of ongoing management and that can take up to six months to complete.

## Foresight | **Why They chose @task**

When the company started in 2000, all of its processes were completed offline. As Medium Blue has grown and added more people, the company found that it needed more accountability on an individual task level. After trying alternate project management solutions, Medium Blue determined that it needed a solution that (1) allowed the company to create project templates to maximize efficiencies; (2) provided individual dashboards for each specialist in the organization; and (3) offered integrated email notification functionality.

In order to manage the growing number of projects and staff, the company required a flexible and scalable project management software solution that could help document processes, provide individual and team views of projects and tasks, and automate workflow. After evaluating more than 25 project management solutions, Medium Blue selected @task.

## Hindsight | **Why @task was the Right Choice**

Medium Blue determined that @task was the right solution because it provided the right combination of tools at the right price.

“The interface and the operation of @task were much more intuitive and much more user-friendly than Microsoft Project,” said Scott Buresh, CEO of Medium Blue. “The biggest differentiator that @task offered was the ability to create custom templates and to use them repeatedly for projects to increase my margins. And it wasn’t prohibitively expensive. Now, @task virtually runs our organization.”

Medium Blue uses @task to plan; assign; collaborate; monitor project status; manage approval processes, workflow and issues; and review costs for future tuning of the company’s processes.

Medium Blue was able to take the processes it had been founded upon and move them into @task templates. Each template includes tasks, dependencies, assignments, hours, documents, and milestones, among other features, which can be duplicated to create new projects or attached to existing projects.

@task allows Medium Blue to compare projects and produce reports to understand what worked and what didn’t, make adjustments quickly to the templates, find and reduce down time, refine projections, and better utilize best practices throughout the company. In addition, as Medium Blue continues to work with @task, it is finding that the project management solution’s more robust tools and functionality have become much more meaningful.

Buresh stated, “@task has exceeded my expectations. We were able to get @task up and running within a day.”