

## CASE STUDY

# Workfront Enables HiQ MobilEyes to Open Up Unprecedented Visibility Between International Teams

When on-premise project management tools failed to get Managing Director Stefan Haag visibility between his office in Stockholm, Sweden, and his team in Moscow, Russia, he turned to Workfront Enterprise Work Cloud.





## LONG-DISTANCE COMPLICATIONS

With expertise in mobility and mobile solutions, HiQ MobilEyes provides development and consultancy services to international customers across a wide array of market segments and geographic areas. Stefan Haag, the Managing Director for HiQ MobilEyes, worked in Stockholm at the HiQ parent company's headquarters, while his team of 35 developers operated out of Moscow, with approximately 15 projects in their queue at any given time. Despite keeping up with their workload, Stefan was also aware that their tools were holding them back from greater productivity.

The success of MobilEyes hinged on Stefan's ability to see what his developers were working on and optimize each team member's workload. To get this data, Stefan tried using a Microsoft Access-based project management solution deployed onsite at the Moscow office. But even with the team in Moscow spending 10 percent of their time recording their hours in the tool, Stefan had to use a VPN to access it. Unfortunately, the tool's response time was so slow that it did little to help Stefan's visibility.

To plug these gaps, Stefan resorted to more manual means of getting status updates. He tried high volumes of phone calls and emails with his developers. Even then, he still had to visit their Moscow office on a monthly basis.

The inability to access that information in a timely manner prevented Stefan from allocating and utilizing his development resources at optimal levels, which sometimes resulted in unnecessary delays in project completion and potential missed opportunities for taking on new projects.

 HiQ MobilEyes  
 Technology Consultancy  
 [www.hiq.se](http://www.hiq.se)  
 Stockholm, Sweden and  
Moscow, Russia

## GREAT FROM THE START

To improve his ability to manage his developers, Stefan decided to replace his on-premise project management tool for a Software-as-a-Service (SaaS) solution. He started his search for a new tool with a list of 20 potential SaaS candidates, which dwindled down to only five that met all of his “must have” requirements.

Evaluation of the remaining solutions quickly revealed that the only real, viable solution for his work management needs was Workfront Enterprise Work Cloud. The other tools took too long to respond to mouse-clicks, load pages, and generate reports. Only Workfront delivered the high speed performance Stefan needed.

Greater Usability In addition to the significant speed benefit, Stefan and his developers found Workfront extremely easy and effortless to use, which led to its rapid adoption. The interface was so intuitive that they were able to begin using the software right away.

That simplicity also translated into considerably less time that developers had to spend in the solution. In fact, with Workfront, the time spent on administrative tasks dropped from the previous eight percent to a barely noticeable one percent.

The ease of use and intuitive nature of Workfront also made it much easier for Stefan to manage his development resources. Since it made it so easy for developers to add new tasks or enter time spent on projects, they began to consistently record their project time on a daily basis rather than waiting until the end of the month to enter it all at once.

“WITH WORKFRONT, I NO LONGER HAVE TO CONSTANTLY BUG EVERYONE FOR STATUS UPDATES BECAUSE NOW I ALREADY KNOW WHAT EVERYBODY IS DOING,” STEFAN SAID. “I CAN SEE RIGHT AWAY IF SOMEONE NEEDS SOMETHING TO DO OR IS RUNNING INTO PROBLEMS, RATHER THAN FINDING OUT A WEEK OR TWO LATER.”

– Stefan Haag, Managing Director, HiQ MobilEyes



500%

WORKFRONT ACCELERATED THEIR WORK  
MANAGEMENT PERFORMANCE BY 500%

## EFFECTIVE LONG-DISTANCE MANAGEMENT

As Stefan's team easily adopted the tool and he had real-time work data at his fingertips, Stefan became a more effective long-distance manager. Workfront allowed him at any time to quickly see what each of his developers were working on, who had bandwidth to help on other projects, who might have time between projects and then plan who would be able to work on new projects. It let Stefan fit all of his resources into specific time slots in a very detailed way that would've been beyond his reach just weeks earlier.

Workfront also reduced how often Stefan needed to visit Moscow. With its real-time collaboration and communication tools, the software cut the need for Stefan's trips to Moscow from once a month to once per quarter. This reduction in travel freed up Stefan to spend more time developing client relationships and engaging with his sales teams.

When he did travel, Workfront also allowed him to change the focus of his trips to dealing with more strategic business issues with his developers. Instead of just going over resource and workload allocation, Stefan and his developers discussed important project details and concerns that transformed their ability to better deliver on client needs and expectations.

"The greatest value that Workfront brings to me is that I can be in Stockholm or anywhere else, and get a quick and transparent view into the actual state of my developer resources in Moscow," Stefan said. "It gives me visibility into when we need to hire more people or if we can take on bigger projects to ensure company growth. It also lets me see when we're experiencing slow-downs, allowing me to start earlier on churning up more projects. Workfront makes it so much easier to manage our workload efficiency and optimize our resource utilization no matter where I am."

Stefan concluded, "It always comes back to the speed. Workfront is so simple to use and quick that it blasts the competitors away."

## Devour Your Team's Work Chaos With Workfront

Meet the King of Work Management. With real-time work planning, tracking, collaboration, and reporting, Workfront enables enterprise teams to:

- Drive greater productivity by automating repetitive manual tasks
- Increase communication and transparency through social-style updates and dashboards
- Reduce project failure with real-time views into project progress and resource workloads
- Provide data-driven insights for constant improvement

