SAPIENTNITRO GETS CLIENT WORK DONE BETTER AND FASTER WITH ATTASK

As the shape and size of it's client projects began to change, SapientNitro implemented AtTask to improve work management and help team members achieve a higher level of client engagement.

SapientNitro

- **SapientNitro (subsidy of Sapient)**
- **Professional Services**
- www.sapientnitro.com
- **New York, NY**

To engage effectively with consumers in an always-on world requires a connected agency—a team that effectively allocates cross-discipline work, strives to make workflows error free, and provides instant visibility into client deliverables.

SapientNitro is a new breed of agency redefining storytelling for an always-on world. The agency uniquely creates integrated, immersive stories across brand communications, digital engagement and omni-channel commerce. SapientNitro's unique combination of creative, brand, and technology expertise results in one global team collaborating across disciplines, perspectives, and continents to create game-changing success for Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 36 cities across the Americas, Europe, and Asia-Pacific.

THE CHALLENGE
Falling Behind Demand

As SapientNitro pushed further into the digital advertising space, the company recognized that its existing enterprise resource planning (ERP) and application lifecycle management (ALM) tools were inadequate for working collaboratively across disciplines. It needed a more dynamic solution to handle work management for its expanding fast-paced, multidisciplinary production environment.

"Serving the needs of the 'always-on' customer meant faster, shorter campaigns. It meant pulling together projects that spanned multiple capabilities within the agency. This demand and complexity was just too much for legacy tools and processes from a simpler time," explains Erik Gottesman, director of delivery at SapientNitro.

AT A GLANCE

CHALLENGES

- Replace existing ERP and ALM tools with a collaborative solution that would increase project visibility across disciplines

- Allocate resources to more than one project at a time

- Enable team members to view current tasks, availability and future workloads in real time

BENEFITS

- Improved service delivery, surfacing answers about client deliverables in minutes rather than hours or a whole day

- Removed human error from the company's high-velocity production environment

- Optimized workflows to save time and improve focus

To improve efficiency, SapientNitro sought a work management solution that would allow studio managers to:

- Allocate specialized resources to more than one project at a time

- Help members of different cross-disciplinary teams easily discover what projects had been assigned to them

- Enable stakeholders and team members to know who was working on what tasks, who was available, and what future workloads looked like at any given point in time

THE ATTASK SOLUTION
Hitting the Ground Running

After researching solutions and consulting analysts, SapientNitro adopted AtTask Agency Work Cloud because its simple, cloud-based model didn't require "rip-and-replace" back-office integration nor did it feature complex user interfaces. Rather, the AtTask solution was intuitive enough for team members and stakeholders to adopt it with minimal training.

"Our people tend to be extremely demanding of the systems they use. We knew that if we wanted our people to adopt a new system, it had to look good and be easy to use. That's where many of the contenders fell down and AtTask really stood up," explains Gottesman. "We chose AtTask because it catered to the sweet spot that we needed to address—doing work management and work allocation in a high-velocity, multidisciplinary environment."

- **IMPROVING PROCESSES THROUGH STANDARDIZATION**
  Using customizable project templates in AtTask, SapientNitro standardized its processes and streamlined its workflows. Throughout the process, the agency used AtTask to capture data about the length of time each step took and where issues tended to arise. From creation to quality assurance to account service reviews, AtTask ensures that every step in producing high-quality deliverables is systematically followed for all projects that enter the queue.

Because SapientNitro customized AtTask templates, the team experienced a huge boost in productivity. Now production teams "baseline" project plans and reuse them from project to project, eliminating the need to recreate deliverables for each new project. This saves the team hours of time and helps it become leaner and more focused. Customized reports from AtTask also provide SapientNitro with unprecedented visibility into the entire team's workflows.

- **IMPROVING COMMUNICATION THROUGH REAL-TIME VISIBILITY**
  Cloud-based AtTask has improved collaboration by enabling team

> *"People are used to creative people working in chaos. They don't expect us to be process-driven, but AtTask helped us formalize our process, making it clear to everyone what will happen once a request is made to design. AtTask is valuable for anyone working on projects."*
>
> **ERIK GOTTESMAN**
> Director, Delivery
> SapientNitro

members to communicate within the context of their work. All team members and stakeholders are automatically kept abreast of project statuses in real time, which has made project tracking easier and increased overall efficiency.

BENEFITS
Improving Client Service

After implementing AtTask Agency Work Cloud, SapientNitro immediately recognized two huge areas of value:

1. Contributors can quickly see their work assignments across multiple projects

2. Studio managers can now manage incoming projects, prioritize work, and easily allocate it across their teams

"AtTask has helped us take human error out of the equation in our high-velocity production environment. It frees us from worrying about how to get work done or move it through the business," says Gottesman.

Stakeholders and managers now have greater real-time visibility into current project statuses and past history. Best of all, AtTask made this functionality intuitive for everyone.

"With AtTask, we found a partner that was really focused on optimizing workflows in a fast-paced, dynamic environment," concludes Gottesman.

> "From the inbox to social activity streams, AtTask uses conventions that our people are already comfortable with in their professional and personal lives," says Gottesman. "It makes it easy for our people to hit the ground running and move fluidly from project to project."
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> **ERIK GOTTESMAN**
> Director, Delivery
> SapientNitro

> "AtTask helps us avoid and reduce waste because it's the source of truth we can rely on. It lets us be more competitive and better help our clients realize their brand and vision."
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> **ERIK GOTTESMAN**
> Director, Delivery
> SapientNitro

AtTask Enterprise Work Management

AtTask is the leader in Enterprise Work Management Software and helps global enterprises recognize, understand, and solve work chaos caused by insufficient visibility. Using a combination of technology and expertise acquired from observing the customers we've served, AtTask provides a single system of truth that eliminates work chaos, provides global visibility, and increases productivity.

To learn more about AtTask Enterprise Work Cloud and how it increases enterprise visibility, please contact us at the following:

🌐 www.attask.com   📱 + 1.866.441.0001   📱 + 44 (0)845 5083771

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