



Company:
Hairy Lemon Web Solutions Ltd

Website:
<http://www.hairylemon.co.nz>
Contact: Sue Dockrill

Location
Christchurch; New Zealand

Number of employees:
10 Employees, 2 Contractors

Client base:
250, national & international

Industry:
Graphic Design / Web Development

Hardware Platform:
2 MACs, 9 PC's

Software Platform:
Mac OSX, Windows 2000, XP

About Hairy Lemon:

Hairy Lemon Web Solutions is the South Island, New Zealand's fastest growing business after increasing turnover 346% over three years.

The website development and applications company was the top placed South Island company in 12th position on the Deloitte/Unlimited Fast 50 - the country's business index.

The Challenge (Objective)

How did you manage workflow before ProWorkflow?

Workflow was originally managed through a paper-based and email system. There were 5 people using this system and although workflow was managed, it was not efficient and the potential to lose track of information was high.

What was it that you wanted from a Workflow or Project Management Solution?

We recognised that as we grew we would need to invest in a system that would collaborate current projects. We considered the following as project management solution requirements:

Cost Effectiveness – The purchase price needed to be reasonable and implementation needed to be easy so that cost wasn't absorbed in set up time.

Remote Access – We worked with contractors and therefore needed an area that they could access to see their relevant jobs and tasks.

Capable of Expansion – A system that would be able to cope with the growth of our company.

Flexibility - The solution needed to be flexible enough to cope with the vast number of project types we undertake (whether it be print, or web design, or database development).

Collaboration - Act as a central point for all projects (current & complete) so that Management would have an accurate overview of the activity of the business.

Analysis - Something to allow us to measure and analyse the profitability of production.

The Solution

What was it that made you choose ProWorkflow?

ProWorkflow met the needs we were looking for in a workflow solution (as above).

It was a cost effective solution that we recognised would be great for where we were as a business. As it turns out, our company has doubled in size since ProWorkflow has been installed, and we don't see any reason to move to another solution, as ProWorkflow is so flexible we know it will cope with our growth.

How did we manage the change to a new system?

Implementing ProWorkflow was easy. To begin with staff were a little dubious about having to track their time etc. However, as soon as they started using the system they saw the benefits, in terms of time efficiency and knowing what they were expected to do, there was no resistance. Adding client contacts was a little time intensive to begin with; however as soon as all details are entered setting up jobs or finding contact details is really quick and easy.

How do we regard PWF in terms of its importance to the running of our business today?

"VITAL! We couldn't do without it now". If we didn't have ProWorkflow project management time would be tripled, our current resource wouldn't cope with the increased administration.

ProWorkflow has given us the ability to have an overview of what is going on in the business at any time – as well as analyse the efficiency of the business from past project data.