Maestro Increases Projects Delivered on Time and on Budget by 100% with Mavenlink

Helping Leading Brands Perform Beautifully

Maestro is a fast-growing and award-winning design agency that strives to make their partners more productive. Whether they are engaged to optimize a company-wide learning strategy, develop innovative marketing solutions or clients want to leverage their experience and technology, Maestro is a trusted partner in quality and productivity. The company’s impressive client list includes market leaders such as Netflix, Facebook, Royal Caribbean, and Johnson & Johnson.

In the early days, the company prided itself on its scrappy nature, however as the company celebrated its 10th anniversary, the leadership team felt it was time to look inward and find ways to mature the organization to continue to best meet their partners’ needs in the future.

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Jacob Bodnar, Director of Project Engagement, Maestro
THE CHALLENGE

Too Many Tools, Not Enough Visibility

Through the years, the team at Maestro had developed a “best in breed” approach to software. They deployed more than 10 separate tools for core operational activity. They had tools for time tracking, managing project financials, collaboration, client communications, project planning, bug tracking, individual to-do lists, and the list goes on. While they felt each tool was good at its specific niche, the result was a messy hairball of technologies.

“The breaking point for us was the tough realization that when we looked at our technology stack, we weren’t performing beautifully ourselves,” stated Jacob Bodnar, Director of Project Engagement, at Maestro. “In fact, we weren’t performing optimally.”

This disparate technology infrastructure created significant operating challenges:

Lack of Visibility and Data
With a number of different tools storing task assignments, project statuses, and financial information, there wasn’t a holistic view of key indicators that were driving the business.

Poor Adoption
The team was unhappy about the additional work required to update and track details in many different places, and how hard it was to find key information. “We knew we had a problem when we surveyed our team, and 58% rated their satisfaction with the current toolset a two or three out of 10. This was a dismal result considering we were expected to use these tools every day to deliver quality work to our clients.”

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THE SWITCH TO MAVENLINK

An Exhaustive Search and Evaluation

The team decided it was time to take action and find a solution to help transform their organization. They evaluated an astounding 65 project management and collaboration platforms, trialed 42, analyzed 10, piloted 3, and in the end selected Mavenlink.

There were specific requirements they evaluated against:

An Integrated Solution
It was clear that the biggest challenge the team faced was the multitude of tools that captured and held data in silos across the business. Critically, they knew they needed a solution that coupled project management with project financials.

A Strategic Approach to Resource Management
The team was looking for a product that provided out of the box workflows to better drive repeatable project and resource management processes.

Great UX
Put simply, they wanted a tool to make people’s jobs easier. Jacob continued, “Our existing toolset was causing distractions and frustration, so a primary objective of a new solution was to empower our people. We needed to eliminate any barriers that were getting in the way of our team performing their best.”

“We are technologists at heart. We test and experiment with leading technology on a daily basis, so we have a high standard. We went into the process refusing to sacrifice on our needs. It was clear from the beginning that Mavenlink was a cut above the rest. It was a much needed upgrade for our organization.”
THE RESULTS

A Proactive Approach to Running the Business

Increased Data Quality and Better Decision Making
Mavenlink offers Maestro clear and analytical insight into the business. Project metric visibility such as Estimate At Completion have revolutionized the way the team tracks their work. “Before Mavenlink, it took an hour to calculate margins, and even then it wasn’t very accurate. It felt more like an ‘ish’ number. The information just wasn’t accessible or really all that useful. Now I have visibility into project margins, in seconds. It’s a game-changer.” They have applied this data to help them make decisions about the kind of work that is profitable for their business, so they can target the best opportunities.

Improved Forecasting and Utilization Rate
In addition to providing a real-time view of key financials in the business, Mavenlink has provided previously unimaginable insight into the future. This has allowed the team to use data—instead of gut feeling—to know when they have capacity to take on projects, or when they need to hire. This has reduced the costs of over-hiring, and helped to increase the utilization of employees across the company by more than 50%.

Improved On Time and On Budget Delivery by 100%
Mavenlink offers Maestro an approach to project delivery that promotes sound execution and a real-time view of at-risk projects that allows the teams to drill down into the issues, and then course correct. As a result, they have increased the number of projects delivered on time and on budget by 100%.

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