



20%
increase in
billable project
time

THE BUTTERFLY
SUCCESS STORY



16%
increase in
billable
utilization

Butterfly Increases Billable Time by 20% with Mavenlink

A Modern Digital Experience for Businesses

Butterfly is an award-winning digital agency in Melbourne, Australia, specializing in digital strategy, design, development, and more to help connect businesses with their audience.

Since 2006, Butterfly has provided stunning websites for clients across Australia with a focus on digital strategies that bring long-term success and ongoing support to meet shifting needs.

Building closer relationships with clients helps Butterfly tailor their product offering based on what each business is trying to achieve. In the process, the digital agency has won more than 65 awards and delivered more than 3000 projects with a flexible approach that matches the individuality of each client. This collaboration has made Butterfly the go-to digital agency for a wide variety of companies looking to strengthen and individualize their online presence.



There's not one other platform that we've found that can give us the project planning capabilities that Mavenlink has given us."

Daniel Woodhouse, CTO, Butterfly

INDUSTRY

Digital Agency

COMPANY

Butterfly

WHAT MAVENLINK REPLACED

Homegrown Solution,
Spreadsheets

BENEFITS

20% increase in billable project
time

16% increase in productive
utilization

Highly beneficial Jira integration

Fast reporting insights for
business decisions

BUTTERFLY'S CHALLENGE



THE CHALLENGE

Taking Time Tracking and Reporting to the Next Level

In an effort to support the needs of clients and resources, Butterfly adopted a number of disparate systems and built a homegrown solution to manage projects and time logs. However, the system was cumbersome and time consuming when it came to time entry, reporting, and project planning.

Complications and inefficiencies included a separate set of credentials to log in, manual CSV exporting for reports taking excess time, and data latency across Butterfly.

Butterfly's multiple legacy systems created several major obstacles, including:

Limited Reporting Capabilities

Generating reports took hours of work at Butterfly, leading to delays and time lost that could be spent on billable projects. In addition, the Butterfly team lacked confidence in the accuracy of reports.

Inflexible Project Management

Every project had to be performed in the same manner in order to comply with legacy systems and a homegrown solution's operational capabilities, which also could not track costs in project management, leading to project planning and tracking being done in spreadsheets.

Limited Time Entry

Time entry was difficult for team members and resources could only be booked for up to 8 hours of work per day, preventing overtime or changes to day-to-day schedules, which limited how projects could be executed.



Mavenlink's customizable Insights reports help us get the exact information that we need without having to interpret it to our specific goals, which was necessary with our previous systems."

Daniel Woodhouse, CTO, Butterfly



THE SWITCH



Discovering a Successful Future with Project Management

The project planning limitations and inefficiencies in their systems drove Butterfly to search for a solution that was aligned with how they manage their business.

Butterfly needed a solution that was specifically strong in:

Flexible Time Tracking

Butterfly has a flexible approach to contracting workers and tracking time to better match the needs of each resource and client. Mavenlink's strong time tracking capabilities and user-friendly user interface provide accurate, fast billing.

Reporting

The Butterfly team builds unique Insights reports to collect the exact information they need and present specific data to their executive team for effective decision making. Mavenlink made these reports possible.

Butterfly considered Zoho Project Management and WorkflowMax by Xero before choosing Mavenlink. "The key difference between Mavenlink and other choices was the planning and scheduling component and how these project management tools worked together," said Daniel Woodhouse, CTO at Butterfly. "With Mavenlink, I can add in tasks and not have to plan against a resource for project planning."



The ease of Mavenlink is due to the multiple ways in which time tracking is made available. It's a much easier time tracking solution than what we had before."

Daniel Woodhouse, CTO, Butterfly



THE RESULTS





Critical Insights Bring Major Utilization Gains

Taking Control to Accelerate Utilization

Mavenlink's project management capabilities have given Butterfly accurate insights into any misalignment between accounting and projects, as well as the ability to react quickly and appropriately to implement necessary adjustments. Insights regarding project needs that previously took months to surface now happen almost immediately. The improvements in internal process consistency that have occurred have resulted in a 20% increase in billable project time and a 16% increase in productive utilization for Butterfly.

Jira Integration Benefits

Mavenlink's integration with Jira helps Butterfly more accurately track project completion by using budget and time tracking reports in conjunction with Jira's project status insights. The result is more effective project health forecasts and estimated budgets at completion. Butterfly is able to use the performance and capacity visibility across their entire portfolio of businesses, with Jira updates synced quickly with Mavenlink, to drive important business decisions.

Crucial Forecasting Insights

Mavenlink has transformed forecasting for Butterfly with allocation categories. Now Butterfly resource managers can quickly and easily forecast capacity for projects in the pipeline and those that have already been won. Visibility of unnamed resource soft allocations, unnamed hard allocations, and named hard allocations has changed the way Butterfly forecasts future availability. The result is that verbal agreements can be tracked through soft allocations tied to resource profiles, which are then changed to hard allocations upon signing and payment. Together, forecasting with Mavenlink has equipped Butterfly for even greater future success.



Mavenlink's Jira integration provides us with insights and data that weren't available to us before."

Daniel Woodhouse, CTO, Butterfly