The TribalScale Success Story

Righting the Future Through Technological Innovation

Global innovation firm TribalScale helps enterprises adapt and thrive in the digital era by transforming teams, building best-in-class digital products, and creating disruptive startups.

TribalScale creates digital solutions for web, mobile, and emerging technologies to transform clients into digital-first companies. TribalScale’s services uniquely blend product development and design, digital transformation, and startup co-creation to enable client success in the rapidly changing digital market.

“Being able to include skills in our resource profiles is a great Mavenlink feature and gives us the flexibility to create whichever skills we deem relevant. Now we can ensure we can get the right individual on the right projects.”

Mitch Seguin, Chief Product Officer, TribalScale
THE CHALLENGE

**Exponential Success Demands a New Solution**

TribalScale provides project services across a range of technologies and creates transformation that exposes clients to new solutions and processes. In order to support these services, the company had built a homegrown tool for resource management. However, once the company grew to more than 100 team members, they started to see limitations with it, including scale limitations that inhibited resource allocation functionality.

As TribalScale began providing services for more types of technology from different delivery centers, the team became unable to forecast and predict resourcing needs. In addition, managers had to manually create and assign allocations while ramping up new team members.

“As we grew the company, we built an internal allocations tool to figure out project assignments and help us with forecasting. However, as we scaled, that process began to break quickly. We wanted to make more data-driven decisions and model around our resources and forecast, so we started investigating other tools and came across Mavenlink.”

As TribalScale searched for a new solution to support the organization, they needed:

**Support for Scaling**

The TribalScale team needed a solution that would scale with their growth, as the company has doubled in size every year they have been in existence and needed a system that would accommodate that continued expansion.

**Data Clarity**

The company wanted a system that could support the multiple delivery centers that comprise the organization. As such, the solution should leverage their data in multiple systems, and provide a trusted source of data.

"Insights and custom reporting in Mavenlink are great. We can now run regularly scheduled reports on margins for both projects and teams, as well as easily share project health with a broad audience.”

Mitch Seguin, Chief Product Officer, TribalScale
We love Mavenlink’s API. It enables us to build tools on top of all the great data that exists in Mavenlink so that we can optimize our workflows.”

Mitch Seguin, Chief Product Officer, TribalScale

THE SWITCH TO MAVENLINK

Empowering Teams Through Resource Management

The search for a resource management system that could support their unique needs led to TribalScale choosing Mavenlink, which beat out competitors including FinancialForce. TribalScale also saw how Mavenlink would continue to grow with the company in the years to come. “Through demos, we could see that Mavenlink would grow with us over time. That matches our culture and we can see that the software will only keep getting stronger.”

TribalScale needed their solution to provide them with several key benefits, which Mavenlink provided:

**Detailed Resource Management**

With Mavenlink, product managers use Master Planning to allocate resources across sprints, which generates data pressed into a custom form for deep utilization insights. As a result, managers can create more accurate burndown reporting for customers and greater insight into project margins are the results of internal process investment.

**Integrate with Critical Systems**

TribalScale leveraged Mavenlink’s OpenAPI to extend its capabilities and continue to build their solutions. The openness of the platform played a crucial role in how the business could manage their workforce during rapid global expansion.

**Skillset Insights**

Mavenlink helped the business keep employee skill sets up to date and provide transparency across skill levels to help make more effective decisions regarding resource allocation.

**Empowerment for Managers**

The ability to create custom reports provides product directors with greater flexibility over how they manage project margins and resource utilization. These insights empower managers to hit their goals and make important decisions for greater success.

The result is that TribalScale’s team gained previously unreachable levels of resource insights and management with Mavenlink.
**The Results**

**Actionable Insights Bring Long-Term Improvements**

**Data-Driven Forecasting**

Prior to Mavenlink, TribalScale was only able to forecast allocations up to four weeks into the future. Today, their forecasting reaches between 90 and 120 days. These insights and the ability to understand business processes in detail have enabled the team to make proactive decisions and optimize their strategies for long-term success.

**Automated Workflows**

TribalScale’s workflow has drastically changed from depending on manual effort to add projects and resources to a much more automated workflow. Data entered into Salesforce now automatically flows into Mavenlink for Resource Managers to use when assigning resources to projects. The result is that team leaders throughout the company are empowered through stronger data.

**Optimized Workforce**

With Mavenlink, the team at TribalScale can pinpoint inefficiencies in their workflow to optimize their workforce and business processes. Managers now have the KPIs and the ability to build reports they need in order to reach their departmental goals. Being able to see how the changes impact KPIs and visibility into margins on a project-by-project basis enables TribalScale managers to create more effective strategies.

**Detailed Financial Insights**

Previously, TribalScale could only view and analyze company revenue week by week. Today, they can view and analyze revenue by quarter. Additionally, their improved resource and allocation forecasting has helped them make informed hiring decisions to prepare for future demands and continue company growth unhindered by resource shortcomings.

“Mavenlink is enabling us to redistribute allocations more broadly to more people, which is giving product managers the ability to get the right resources on projects.”

Mitch Seguin, Chief Product Officer, TribalScale

Visit mavenlink.com to learn more