

## SUCCESS STORY

# Blue State Consolidates Systems and Distributes Accountability



### THE BLUE STATE DIGITAL STORY

Blue State builds and grows communities on behalf of some of the world's leading nonprofits, advocacy groups, and brands.

The firm is best known as the digital agency whose staff, tools, and philosophy built an army of supporters and helped raise over a billion dollars for Barack Obama in 2008 and 2012.

Today they provide their data-driven and people-focused approach to digital engagement to help brands, nonprofits, and advocacy groups drive action. For its high-profile clients—including Google, the NAACP, Team USA, and the Green Bay Packers—top performance is a must. To scale its business, Blue State needed a software solution that could drive the kind of results the business demanded.

### INDUSTRY

Marketing | Digital

### COMPANY

Blue State Digital

### SIZE

250-500 employees

### WHAT MAVENLINK REPLACED

WorkFront, OpenAir



**FAVORITE MAVENLINK FEATURE**

## Insights Utilization Report

Blue State optimizes utilization across its teams, offices, and regions leveraging Mavenlink Insights. Mavenlink utilization reports enable planners and managers to make resourcing and hiring decisions in advance of project needs. They're also able to see where to pursue new business through dashboards that reveal current and future resource bandwidth by region.

### THE CHALLENGE:

#### Gaining One Real-Time View of the Business

Blue State's biggest challenge stemmed from running its business on disparate applications. Employees and contractors used Workfront to manage project timelines and deliverables, and they used NetSuite OpenAir for time tracking, resource planning, and reporting. This fragmented information environment meant that any analysis had to be done in Excel and was cumbersome; no one could see how their work impacted the overall business. As the company thrived, the firm's data quality suffered; managers moved key information from applications into spreadsheets while trying to gain the visibility needed to manage growth.

"Our business moves very fast, and we need to get key information in people's hands quickly so they can make decisions," Operations Analyst Erika Bellido said. "The best we could do was pull data together in our own ways. It was frustrating and time consuming."

To more easily scale and ensure ongoing client success, Blue State needed to see its business in real time. When the firm's existing business systems did not offer the visibility, agility, and predictability Blue State needed, the company seized the opportunity to find a better solution.

### FROM THE SOURCE

"It's important for us to know the impact of every project to make informed decisions."

- Erika Bellido,  
Operations Analyst

CBE125	+ 13%
CBE126	+ 02%
ALD130	- 02%
FRE134	- 05%
MSF133	+ 22%
MSF135	+ 25%
CBE127	+17%
ALD132	- 05%
WFM137	+12%
WFM138	- 05%
CBE139	+11%

“When we found out Mavenlink had Insights, it was an easy decision.”

## The Switch to Mavenlink

Blue State had several requirements for a system that would consolidate their efforts and serve as a platform for business operations for years to come. The firm needed a user-friendly, highly customizable solution that would centralize data and make reporting seamless across the organization. Blue State also wanted to increase visibility to critical reports, so more people had ready access to key information about utilization, resource planning, and burn rates.

The firm identified Mavenlink as a potential solution. Initially, Blue State saw the cloud-based software as a replacement for Workfront, their existing project management system. But when executives realized Mavenlink could also accommodate their resource planning, project accounting and Business Intelligence (BI) needs (via Mavenlink Insights), they decided to consolidate the two systems and make Mavenlink the firm's single source of data for project delivery.

“When we found out Mavenlink had Insights, it was an easy decision,” Bellido said. “Now our reports are created in a tool that has all of our data. It gives us a real picture of what's going on.”

## FROM THE SOURCE

“Transparency is key.

With Mavenlink, we are all looking at the same data, and are all on the same page.

With immediate insight into projects, no one in our business is looking at anything different.”

- Erika Bellido,  
Operations Analyst

**“ With Mavenlink, we are constantly improving the way we run our business. ”**

**THE RESULTS:**

**Accuracy, Agility, Performance, ROI**

**Single Source of Data**

Blue State increased data accuracy and availability by deploying Mavenlink to its 250 employees and contractors.

**More Agile Teams**

Thanks to easier and faster access data, team members can now get the answers they need when they need them. Blue State also eliminated its time-consuming task of building custom reports.

**Stronger Performance from Deeper Understanding**

Blue State gained a better understanding of its business data through real-time reporting, enabling leadership to make decisions sooner and with more accuracy.

**Annual ROI from Systems Consolidation**

By replacing two systems with Mavenlink, Blue State reduced operating costs Mavenlink helped Blue State reinvent the way its business works.

“You have to change the way you look at numbers when you have access to better tools,” Bellido said. “We are able to improve how budget is managed and really ensure our business is profitable.”

**BENEFITS**

- Meeting customer needs
- Increased retention
- Improved relationships
- Additional revenue

