

Leading Marketing Agency Simplifies Project Management with a Robust Low-Code Solution



Discover how an Outsystems-powered platform led to enhanced collaboration and productivity

Client Profile

The client is a prominent marketing and PR agency based out of Chicago, Illinois. Established in 2005, the company has a formidable network of 10,000+ influencers and has worked with more than 200 prominent brands. They provide a wide array of top-of-the-line services including public relations, branding, influencer marketing, and social media marketing to organizations across the country.

The Challenge

For years, the client has worked without a specialized project management application in place. However, as the company witnessed exponential growth, reliance on spreadsheets and paper became less viable. At a time when they were managing close to 50-60 projects, keeping track of who was working on what became increasingly difficult with static spreadsheets.

Each team member had to be contacted separately through emails, etc. to get updates on any project's progress. With little visibility into ongoing projects, delegating tasks to the right individual also became challenging.

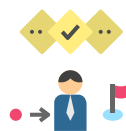
The client recognized the need for a centralized project management solution that could help them simplify project and task management, improve collaboration, and optimize resource allocation. After assessing multiple off-the-shelf software solutions, they decided to have a custom solution built from the ground up.



Reliance on spreadsheets made it challenging to monitor project progress



Difficulty in tracking which team member was working on which project



Challenges in assigning tasks and projects to the right individual



Need for a comprehensive project management solution to streamline and simplify work

The Solution

Damco's low-code team carried out an extensive evaluation of the client's requirements and decided to leverage OutSystems low-code platform to develop an application that provides a one-stop solution for project management, task management, and team collaboration.

Key features of the project management solution:

Improved Project Management

The application enabled the client to streamline project management through real-time visibility into all projects and tasks. Managers can now create, assign, and track tasks from a single dashboard-all using a few clicks. No need to navigate disparate email trails to monitor progress.

Access to Actionable Insights

Thanks to the solution, the client can now generate customizable, easy-to-grasp reports for enhanced visibility into all project-related information. These reports can be filtered by date, priority level, user, etc. With the most up-to-date information at their fingertips, the client has elevated their decision-making capabilities.

Seamless Integration with Existing Software

To improve the functionality of the low-code application, Damco enabled its integration with the file management and sales applications the client was already using. This brought everyone on the same page and supercharged cross-team collaboration and productivity.



Value Delivered

Streamlined project management, optimized resource allocation, and improved collaboration

- Damco implemented the solution within 2 weeks, helping the client save time and money that could be spent on buying expensive project management software.
- Damco's low-code experts also provided training and support manuals, so the client could maintain the low-code application in the future.
- The application enabled their teams to stay on top of tasks and expedite project deliveries.
- Enhanced visibility into project-related data helped the company plan and execute projects more efficiently than ever before.
- The solution allowed all teams to collaborate from a single unified dashboard, eliminating the need for back-and-forth communication.
- Managers could now assign or reassign tasks using just a drag-and-drop function, simplifying resource allocation.
- In-depth reports helped the client access insights to inform decision-making e.g., identifying which projects were delivering the highest ROI, or which team members were the most productive.



Need a high-performance project management solution like this one?

[Talk to Our Low-Code Experts](#)

About Damco

Damco Solutions is a trusted technology and digital transformation partner for businesses around the globe. We engineer software products, create new digital experiences, modernize applications and automate business processes for greater agility and business growth. With 27+ years of leadership in software engineering and digital solutions, our mission has remain constant - complete client success.

Contact us for more information on Damco's Offerings.

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