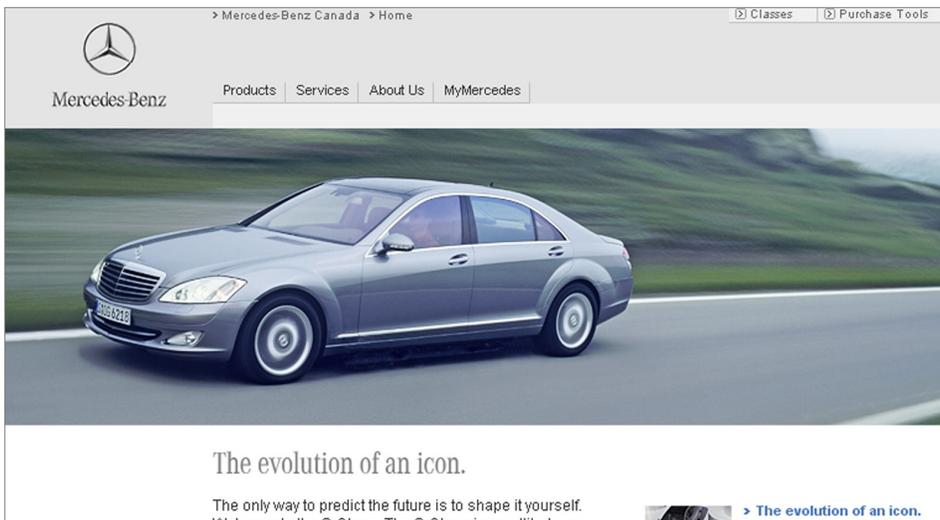




FastTrack Schedule Powers G+A Electramedia

Web development firm uses FastTrack Schedule to increase sales, customer satisfaction



Customer Profile

G+A Electramedia
Toronto, Canada
www.electramedia.com

Industry

Web Development

Challenge

Improve how project value is conveyed to clients, find an easier alternative to MS Project

Solution

Employ FastTrack Schedule as the scheduling tool for team members and client presentations

Benefits

- Schedules clearly illustrate project scope to clients
- Cross-platform compatibility allows team members to easily collaborate on project files
- Lower learning curve compared to other more cumbersome project managers
- Effectively tracks multiple resources and budget allocations

As one of the most highly regarded web development companies in Canada, Toronto-based G+A Electramedia is at the forefront of new media development. To maintain that level of success, Electramedia employed the power of FastTrack Schedule.

Turning Projects into Profit

As an independent agency specializing the creation of database driven content management systems, the challenge most commonly faced by Electramedia was how to convey to the client the value of the jobs they completed. The problem was a critical one—with a client list including Mercedes-Benz Canada, DaimlerChrysler AG, and Cryptocard, the firm's average bill runs between 25k and .5 million per project. But G+A Electramedia President Paul Chato found that with FastTrack Schedule, there was a clear relationship between the time it takes to execute a function, the resources required, and the cost of those resources.

"FastTrack Schedule is the greatest tool to demonstrate the value of one's work. It turns what is often voodoo into something that is empirical!"

