The Business Benefits of Wrike

The business of modernizing and enhancing your team's work process can be complicated. Business leaders at enterprises around the globe are making digital transformation their mission. For businesses to thrive, the traditional work management fixes are no longer enough.

As a result of growth, technology, and other circumstances, organizations squander time, energy, and talent in a way they would never waste monetary resources. Organizational drag costs time, talent, and money.

To overcome this, organizations need to empower teams to focus on challenging work, improve visibility, and develop better reporting, while adapting to the challenge of geography and proximity.

The solution can't be working harder or for longer hours. And training each team member to become an expert in complicated and clunky project management systems is expensive and inefficient.

The answer is enabling departments across your organization to manage their work to accelerate performance across the board.

Wrike's Enterprise Solution

Wrike's solution is built for the complexities and varying requirements of the enterprise. It supports all types of work (from a company-wide strategic projects to more informal projects), all users (from technophobes to the most technical experts), and all project management methodologies (scrum, waterfall, agile, or whatever combination works best for the team) – from conceptualization through execution and analyses.

1. HIGHLIGHTS

Wrike cuts internal email by an average of 55%.

60% of workers say their workload has increased in the past year. (Wrike Digital Work Report)

On average, Wrike accelerates project delivery by 35%.

36% of managers feel that work is done across too many systems. (Wrike Digital Work Report)

86% of decision makers feel that digital transformation is necessary. (Forbes)

Enterprises lose 20-30% of revenue every year due to inefficiencies. (Market research firm IDC)

45% of all respondents think automation would give their companies a competitive advantage. 31% disagree, while the remaining 23% are "not sure." (Wrike Digital Work Report)

2. KEY CHALLENGES FOR ENTERPRISE ORGANIZATIONS

Wrike works with over 17,000 organizations globally. We've learned that the challenges enterprises customers face prior to implementation include, but are not limited to:

Lack of Visibility
Real business visibility means knowing how, when, and why business tasks are — or should be — done. It involves everyone in the organization understanding the ultimate goal, giving teams the ability to steer the entire team toward that strategic vision, and prioritizing new work and new opportunities based on that shared core mission.

Without visibility, resources cannot be effectively forecast and and managed, and teams can't view risk accurately or have real confidence in the status of their projects and if they'll be delivered on time. With so many stakeholders, clear timelines and deadlines are crucial to the success of projects.

One Wrike customer, Kate Chalmers, Director of Marketing Operations at Hootsuite, recalls, *"There was no way of knowing how many projects we were doing, who we were doing them for, or how long it was taking us."*

Wasted Time Searching Spreadsheets and Emails for Information
Enterprise projects are too complex and multifaceted to be squeezed into the rows and columns of a spreadsheet. Spreadsheets provide a static snapshot of where a project is and mission-critical tasks can be lost amongst dozens of tabs.

Important messages and instructions can be buried and forgotten in endless email chains. It's impossible see where projects overlap and schedules clash. Wrike customer Matt Andrews, Marketing Campaign Manager at Aerotek, says, *"Some projects that only lasted four or five weeks had hundreds of emails, which is excessive."*

Lack of Alignment Across Teams
In enterprise organizations, the functions and goals of teams can differ vastly and make it difficult to align work with the big picture. The lack of a company-wide structure to manage work can mean reporting on projects becomes a full-time role.

"It's very difficult working cross-functionally on dozens of projects with so many people across so many different locations and time zones," says Symon More, Resource Manager at Hootsuite.

While different teams have different workflows and processes, an inability to manage these means growth is not supported. *"There was a lack of consistency and transparency into what was happening on a particular project...We were not in the position to scale in any way that we could actually manage the work, the people, and the workflow."* – Eve Maidenberg, Creative Services Director, Stitch Fix.

Inadequate Planning Capabilities

Strategic planning, as well as individual project plans, can be a headache for organizations of all sizes. An inability to plan well can affect an organization's bottom-line and reputation, as well as employee satisfaction.

Celene Curry, from the company's event operations team at Goodwood, says, *"We had no central place to keep our debrief comments, decide what we're going to do next, or keep our build schedule up to date and working well."*

Low Adoption and Engagement of Tools

Enterprise workforces usually consist of employees who have varying levels of tech-fluency. Organizations can invest in tools, but the solution may not be flexible or powerful enough. As a result, team members don't feel they can use it, and the ROI is very low. A poor user experience means that teams were making large investments in technology that wasn't enhancing productivity.

Risk

Customers seek an adaptable and flexible solution that fits within their risk management framework. Robust requirements around loss events, assessment responses, and scenario analysis are top concerns.
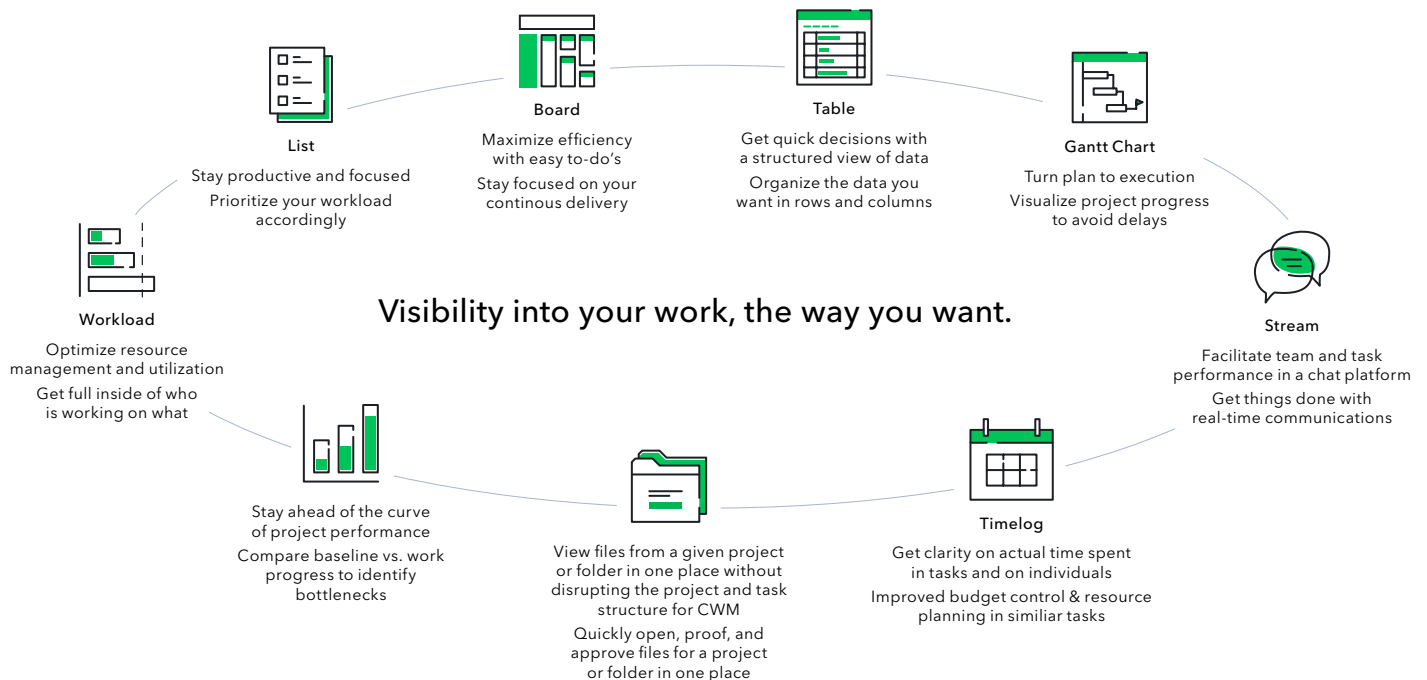
3. SOLUTION REQUIREMENTS

In working with our customers, Wrike has pinpointed some requirements that are crucial
to streamlining operations and managing work effectively.

Flexibility

In order to be successful, a solution must pay heed to how different work styles and personalities
are displayed at work. Just as there's no one color everyone loves, there's no one one work
style for everyone. Wrike's platform allows different personalities and work styles to flourish
in an environment that meets their needs.

Flexible Views

List
Stay productive and focused
Prioritize your workload
accordingly

Board
Maximize efficiency
with easy to-do's
Stay focused on your
continous delivery

Table
Get quick decisions with
a structured view of data
Organize the data you
want in rows and columns

Gantt Chart
Turn plan to execution
Visualize project progress
to avoid delays

Workload
Optimize resource
management and utilization
Get full inside of who
is working on what

Visibility into your work, the way you want.

Stream
Facilitate team and task
performance in a chat platform
Get things done with
real-time communications

Stay ahead of the curve
of project performance
Compare baseline vs. work
progress to identify
bottlenecks

View files from a given project
or folder in one place without
disrupting the project and task
structure for CWM
Quickly open, proof, and
approve files for a project
or folder in one place

Timelog
Get clarity on actual time spent
in tasks and on individuals
Improved budget control & resource
planning in similiar tasks

While many platforms offer one view of the work taking place, oftentimes, things aren't consistent
when moving on to the next view.

Wrike is different. Wrike enables a truly unique work experience for many different types of work
styles. This flexibility means team members can manage their own work, while executives
and managers can view it in a way that is easily digestible for them.

User-Friendly

Ensuring that the solution is palatable for team members is key to driving results. Ease-of-use and flexibility determine the level of adoption — if it is a resource teams will want to use daily.

Symon More, Resource Manager at Hootsuite, asserts, *"Wrike provides a really easy way for everybody, no matter where they're located, to see what everybody else is doing and helps align our company voice and purpose."*

Security

A key concern amongst Wrike customers is risk management. Enterprises need to ensure that their most important data and projects are secure. Wrike is one of the most secure solutions on the market. It provides EU-U.S.Privacy Shield certifications, world-class data-centers in the EU and U.S., role-based access controls, as well as single sign-on and 2-step verification.

Over years of continuous service, Wrike has consistently met or exceeded 99.9% uptime, ensuring customers can access their data when needed without interruption.

A Seamless Integration

Teams across large organizations require a number of apps and services to perform effectively. Teams are constantly seeking the best services to connect with services that expedite information sharing and productivity. Modern enterprises need to connect to relevant services and applications that keep them competitive and moving forward.

"When we were looking for a work management solution, finding something that could really make that seamless transition from the project management system to the creative process was really important," says Heidi Wessler, OSF Graphic Design Coordinator.

4. KEY RESULTS

a. Collaboration

Wrike enables true collaboration. Collaboration is not multiple people working on a project; It's focused and relevant contributions that drive the project forward rather than tangle it up in organizational drag and red tape.

"We work with everyone across the company, so a collaboration tool like Wrike helps us not only project manage, but also keep everything in specific communication streams, which is really critical," – Matt Andrews, Marketing Campaign Manager, Aerotek.

b. More Effective Use of Time and Resources

Poorly managed meetings waste time and can also have serious implications on team morale. Additionally, the wasted time spent in meetings is a significant revenue leakage to the company. *"With Wrike, the follow-up meetings to the implementation of new clients in which before we spent more than up to 3 hours, have been converted into sessions of 20 minutes."* – Verónica Sánchez, Implementations Success Partner, Kelly Services.

c. Achieving More With the Same Resources

Vincent Verschelde, Head of Research at French retailer Pimkie, states, *"Today, 100% of DOSI (Operations and IT Direction) projects are realized in Wrike. The department now delivers twice as much output thanks to Wrike."*

d. Less Email

Email has reached its limit as an effective work management tool. Siloed information means crucial details can be lost, leading to missed deadlines, incomplete project briefs, and confusion around accountability.

Matt Andrews, a Marketing Campaign Manager at Aerotek, states, *"We've seen an 85 to 90% reduction in the number of emails because everyone is working at the task level in Wrike and communicating with each other through @mentions."*

e. Increased Accountability

With information stored in one location, Wrike acts as a single source of truth for all projects. This means less confusion around different teams roles and responsibilities and a more streamlined workflow.

Pedro De Palma Rosa, Digital Operations Director at Ogilvy, adds, *"When a job comes in there's no longer finger pointing, because if it's not in Wrike, it doesn't exist."*

5. QUANTIFIABLE BENEFITS

Based on the trends of active users, Wrike reduces time spent on the following activities:

- **30%** less time spent on emails

- **50%** less time searching up-to-date info

"Wrike takes things to another level. Keeping track of every detail and every task to ensure all elements are in place on launch day was a challenge; Wrike enables us to do it more accurately, thereby decreasing our costs." – Meredith Selden, Director of Process Integration, T.G.I. Friday's.

All project assets — from spreadsheets to meeting notes — are in one easy-to-search place.

- **Integration Hub:** Stop jumping between tools. Wrike connects to your business tools — Google, Microsoft, Adobe Creative Cloud, Box, GitHub, JIRA, and many more

- **Sent Folder and Inbox:** Get up-to-date info without searching for it.

- **Personal Dashboards:** Consolidate to-dos from all your projects into customized boards. Easily manage tasks and track any changes.

Thanks to Wrike, you get real-time reports and can visualize your team's workload. So you spend:

- **50%** less time on reporting

- **70%** less time on requesting status updates

- **50%** less time in status and ad hoc meetings

> **KELLY** SERVICES
>
> " With Wrike, status meetings that used to take more than three hours have been turned into 10-minute sessions.
>
> *– Verónica Sánchez, Sr. Implementations Success Partner, Kelly Services*

Customer Example:

Let's apply these metrics to a team of 45 employees, and assume each employee is working 40 hours per week.

On average, each team member spends just over 12 hours weekly on email (Forbes, 2017). We can estimate that 15% of their time is spent in meetings (Bain & Co, 2014), and that 5 hours is spent per week compiling a weekly report.

Based on customer studies, we can judge that this typical team spends 8 hours compiling information from the different platforms and channels and 6 hours awaiting feedback.

The results speak for themselves. Organizational drag is costing this team $3.5 million annually. If implemented, Wrike could save the company $1.6 million.

The ROI of Implementing Wrike. Share these results with your team to let them know how much time and money Wrike saves you. Get sharing link.

Our team of	Time spent on emails	Meeting time	Weekly reports
45	12	6	5
members	hours	hours	hours

Gathering information	Waiting on feedback	$496.3T 20.5K work hours	$1.6M 40.5K work hours
8	6	Spent on busywork annually	Potential Savings with Wrike
hours	hours		

6. THE WRIKE CUSTOMER JOURNEY

Evaluation - When evaluating Wrike, you'll be assigned a dedicated productivity consultant who guides you through your Wrike journey. They'll help you determine if Wrike is the best fit for your organization. They'll also be on hand to cater to your team, provide product demonstrations, answer any questions, and advise on helpful resources.

Deployment - Wrike Consulting offers a structured consultation process to get your team on the fast track to collaborative success. At the end of this process, you will have a ready-to-launch workspace that your team can use to collaborate efficiently and effectively.

Training - Wrike User Training is designed to focus on how Wrike helps users to locate, prioritize, and get work done. Tasks and day-to-day processes vary widely between organizations, teams, and individuals, and training ensures that the solution's benefits and features are maximized.

Community - Wrike's Community acts as a knowledge base, as well as a forum for users across the globe to connect with other Wrike advocates.

Support - With full support for 13 languages and 24/7 phone, email, and chat support, our team is always on hand to advise and guide your organization.

7. UNQUANTIFIED BENEFITS

a. Empowering Team Members and Enabling Career Development
The visibility Wrike provides means that more junior team members can run their own projects, while their managers relax knowing that they can check the status of the work at any time.

Celene Curry, Event Operations at Goodwood, says, *"It means that there's a bit more of a development option for our planners. They can go in, own a project, run it like a manager, but there's a way to easily keep track of them, so it's been a really helpful development tool."*

b. Real-Time Statuses and Accountability
Instant updates are crucial to teams looking to keep executives and stakeholders informed.

"Wrike makes me a much better project manager because I am able to track and monitor all of my projects in one place. If somebody asks me about one of my projects, I can instantly go into Wrike and give them an update within 30 seconds," says Lisa Matthews, Project Manager, Hootsuite.

c. Improving Cross-Functional Alignment
Strategic projects that involve stakeholders and contributors from multiple departments are made easier.

Celene Curry of the Goodwood Group recalls, *"Previously, there was always a bit of a disconnect. There was never much communication about where we were with a task."* Designer Lara Wilson adds, *"We're in different locations, so Wrike really facilitates that cross-departmental collaboration."*

d. Increased Quality of Output
Teams using Wrike consistently assert that the quality of their work improved after implementing Wrike. This was largely attributed to more checks and balances and clearer workflows.

Hoon Kim, Creative Production Manager at Airbnb, says, *"With everything contained in Wrike, we were able to leverage Wrike's functionality to increase the quality of our assets across the board, make sure they were consistent and also see where were being efficient."*

L'ORÉAL   STARBUCKS COFFEE   TIFFANY & CO.   Hootsuite™

asos   KELLY SERVICES   verizon✓   Ogilvy   airbnb