Mavenlink

Faster,
real-time
data

Better
visibility into
utilization

Huge Improves and Standardizes Data with Mavenlink

INDUSTRY

Digital Agency

COMPANY

Huge, LLC

WHAT MAVENLINK REPLACED

Spreadsheets, Legacy systems

BENEFITS

Created worldwide business
process consistency

Standardized data analysis
and reporting

Implemented user-friendly
timesheets

Faster, real-time data

Better visibility into utilization

Huge is a digital marketing agency that provides strategy, marketing, design, and technology services to Fortune 100 companies.

Huge designs best-in-class experiences rooted in the technology, data, and organizational strategy required for operational excellence.

Huge works in close collaboration with clients, helping them to solve their biggest problems with a user-centric, data-driven approach that focuses on creating a seamless experience across all digital, physical, and communication touchpoints.

The unified brand experiences created by Huge result in consistent, impactful, and valuable user relationships for clients.

**HUGE'S
CHALLENGE**

"

Mavenlink allows us to pull utilization data in real time. With our old systems, it would take hours to manipulate raw data. We were always behind the eight ball when it came to data."

Mimi Moore, Vice President of Resource Management, Huge, LLC

THE CHALLENGE

Moving Past Manual Processes

Huge's consulting team works closely with clients to operationalize digital transformation, including setting up appropriate technologies, processes, and capabilities required to reach success. Their previous system helped support Huge in its early stages as a small organization, but as Huge grew across multiple disciplines, multiple offices, and different currencies, it could not keep up. The limitations of the legacy system prevented efficiencies across a wide variety of business processes, including reporting and utilization.

"We were always running data because it was continually becoming stale," said Kelly Gaida, MD, Global Controller & Planning at Huge. "It was a full-time manual job instead of being done by our system that should run it for us. The controls in place for managing and analyzing data were not as robust."

Huge needed a new system to support its continued growth and overcome critical business issues including:

Ineffective Offline Reporting

Huge needed to import raw data from its old systems into spreadsheets and then manually manipulate it in order to perform the analysis the company needed. As a result, data analysis took enormous effort and was time-consuming, causing delays and taking time away from other critical tasks needed to run the business.

Inaccurate Financial Insights

The team at Huge needed to deal with multiple disciplines, offices, and currencies when managing finances, however, its legacy systems were creating redundancies, discrepancies between allocations and billable time, as well as lengthy processes required to crunch numbers and approve timesheets.

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Mavenlink has helped us pinpoint utilization rates quicker because we don't need offline manipulation of our data anymore.

Mimi Moore, Vice President of Resource Management, Huge, LLC

THE
SWITCH

Creating Insights for Better Business Processes

In order to support continued growth, Huge needed a modern resource management solution that could eliminate the complications and limitations that were becoming increasingly prevalent within legacy systems. After considering several different options, Huge chose Mavenlink based on its ability to enable timely and accurate reporting, provide improved visibility into utilization, and standardize the business processes used across its many offices.

Huge needed its resource management solution to provide support in a variety of ways, including:

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> *We love the custom-built reports and revenue forecasting with Mavenlink.*
>
> Kelly Gaida, MD, Global Controller & Planning, Huge, LLC

Accurate Data

Huge needed near-real-time data to make informed business decisions, instead of depending on manual data manipulation that created inconsistencies within the organization.

Global Visibility

Huge operates across multiple time zones and offices, which means it needed clear business processes and an audit trail to better understand project progress and history around the world.

Standardized Processes

By consolidating processes within Mavenlink, Huge was able to standardize business processes and become more efficient, which played a critical role in growing and scaling.

Resource Insights

Coordinating an ever-growing workforce led to Huge needing a variety of tools at its disposal, including margin reports, burn rates, resource allocations, a skillset database, and more.

"Mavenlink has increased visibility across our global organization," said Gaida. Today, Huge is spending less time compiling data and instead is able to analyze the data in a standardized way to enhance strategy and utilization intel to be a more efficient company.

THE

RESULTS

X + HUGE

THE RESULTS

Accelerating and Growing Without Limits

Faster Access to Data

Mavenlink has helped Huge decrease the amount of work needed to compile data and helped standardize the reporting generated in a timely fashion. As a result, Huge is now better equipped with insights needed to assist in making business decisions.

User-Friendly Time Reporting

Huge employees are now able to track and coordinate their time in a simpler manner, leading to a more efficient time reporting system. "The timesheet screen is easy to read and easy to use for the average employee," said Gaida. "It was a nice step forward for us from a user perspective. Our teams are now finding it much easier to complete timesheets."

Improved Process Consistency

Using Mavenlink for resource and project management has helped Huge create consistency in its processes, governance, and reporting. By integrating Salesforce and Mavenlink, the organization has increased visibility and coordination across teams, with employees, team leaders, project managers, and finance managers all using Mavenlink.

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The connection between Salesforce and Mavenlink has made a major impact on how we run our business."

Mimi Moore, Vice President of Resource Management, Huge, LLC

Visit mavenlink.com to learn more