

## MARIA VARDY – IRIS ASSOCIATES



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### Overview

Iris is a creative agency which works across design disciplines to deliver outstanding results for clients, differentiating them, their products and services in innovative and memorable ways.

Although Iris’s creative receives numerous accolades in the form of peer recognition and awards, they are entirely focused on delivering the promises made to clients – what they want and need stays firmly at the heart of everything Iris does.

### Location

Sheffield - UK

### Staff

Seventeen

### Clients include

British Standards Commission, University of Nottingham, Iceland Foods, Department of Culture

### Results from traffic

Traffic is intuitive, flexible, and has an attractive user-interface, an important feature in our design environment. Traffic makes tracking jobs plus allocating time and resources simple and straightforward. There is now less paper and less duplication in roles.

Traffic’s easy-to-use time logging system allows us to collect much more accurate information about the time spent on jobs. This information forms the basis for more precise job estimates and allows us to capture all of a project’s costs for invoicing.



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### Why traffic?

Traffic was so comprehensive and easy to use, the decision to adopt the Traffic software solution was obvious.

We were looking for a system to replace the software we had been using. Our original system was cumbersome, our designers hated it and it didn't produce the management information we needed. Based on our negative experience, we had a very good idea of what we wanted from a new system.

Traffic was highly recommended to us; as soon as our staff participated in a demonstration, they were sold!

Traffic is very simple to use and has extensive reporting functions. Plus, Traffic's very polished visual presentation appeals to our designers who prefer to use software that complements our creative environment.

### The bottom line

First, Traffic helped us pinpoint a number of internal problems that were hurting us financially. Then, Traffic supplied the solution to those problems.

We discovered that our system for capturing time spent on jobs was inadequate, leading to lost labour charges. Using data from Traffic, we learned that we were undercharging our clients. Then, using the same data, we were immediately able to correct the problem and improve billings.

Traffic's management reports have helped us understand that we did not always manage our time efficiently. We used insights from the Traffic data to change some of our practices and improve efficiency.

### Day to Day

Everyone's using it! Staff appreciate the ease of time recording and the simplicity of navigation. We are all glad to eliminate duplication of roles.

Traffic is a welcome partner in our work, a change from our past when people avoided using the former project management system. Everyone recognises the value that Traffic brings to our workplace.

### The future

Now that we've improved the way we work, Traffic's comprehensive and customisable reports continue to give us the management intelligence we need to discover even more ways to work effectively and efficiently.

### Thanks to

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