



Case Studies: IT Management for Rapid Growth

Challenge

Emphasis Innovation Co., “Emphasis” had experienced significant rapid growth over the past two years. The Company’s progress was fueled by increasing numbers of customers, projects, and opportunities. Emphasis wanted to create a competitive advantage by aligning IT to strategic business needs and optimize its ability to deliver high-value to customers and stakeholders. Emphasis also wanted to use IT to improve customer service and enhance its relationships with stakeholders.

Solution

Emphasis turned to IND Group to acts as its IT consultant. “It was as simple as that, IND Group listened to our goals and recommended a tool that completely differentiates us from our competitors” says Jesse L Lee, CEO of Emphasis. IND Group determined that a scalable project management solution would enable customers to access a custom dashboard that indicates the status of their projects. With the dashboard the minutest details can be learned.

Results

Today, Emphasis better serves its customers by using the IND Group solution. The most significant change is management’s confidence in its ability to meet the anticipated needs of its clients. “It’s too early to tell in a quantitative manner the productivity or hard cost savings at this time,” says Jesse Lee “we have identified our key performance indicators, and we’ll be looking at these metrics periodically. But, right now we’re delighted about IND Group. They delivered on time, within budget, and can pat ourselves on the back for making a great decision to choose IND Group.

Industry:

Business Services
Marketing
Advertising
PRChallenge

Project Type:

Custom Application Design
and Development Service

Customer Feedback

“IND Group was able to take a rough idea of what we needed and turn it into an actionable plan

— Jesse L Lee, CEO,
Emphasis Innovation Co. —