

Company: UEVision

UEVision focuses on designing the perfect user experience, integrating user needs with clients' existing product development processes. Helping clients build a solid foundation of usability and avoid costly downstream fixes, UEVision offers a full range of services that deliver a typical ROI of up to 1000%.

www.uevision.com

Sarah Kling,
Chief Executive Officer

Industry:
Technology professional services

Birst Solution: Birst Professional

“Birst shows us what we want to see—things that would take us a million years to do in Excel. It even creates reports we didn't know we needed.”

—Sarah Kling,
UEVision CEO

UEVision Improves Project Management and Visibility with Birst

UE Vision was founded in 2005 to help companies improve their user experience, which often lagged behind as enterprise applications grew increasingly complex. Early clients included Oracle, BMC, Blue Shield, and Visa. UEVision quickly extended its client base to enhance the user experience of more than just enterprise applications, and its broad range of clients now includes a toy manufacturer and a publisher of academic journals.

Creating Reports Took Hours, Days

As a result of its rapidly expanding business, UEVision found it difficult to track key operational information that the company needed to better budget, scope, and forecast consulting projects.

“Like many consulting firms, our biggest challenge is getting visibility into how we are spending time and money on projects, and how resources are being allocated across projects,” said Sarah Kling, CEO of UEVision. “UEVision does a lot of fixed price design work, so it's critical for us to track back productivity, budget, hours spent, and how well we performed on a project.”

In an attempt to gather the information it needed to increase project effectiveness and profitability, UEVision used Excel spreadsheets and Quickbooks reports, manually matching up the data in different systems. “Creating reports took hours, or even days,” added Kling. “Most of the time we didn't do the analysis because it was too much work.”

Key Benefits:

- Increased project profitability
- Improved employee productivity
- Greater operational efficiency
- Increased client satisfaction

“With Birst, we’re light years ahead of where we would have been if we’d chosen an analytics application from a traditional vendor.”

On-Demand Technology Delivered Everything We Needed

When UEvision began looking for a better way to get the business intelligence it needed, the company focused on process and results—not technology. “When we chose Birst, we were looking for an affordable, easy-to-use solution we could deploy quickly. We weren’t looking for a particular type of technology,” said Kling. “But in retrospect, I can see that Birst’s on-demand technology delivered everything we needed—and more.”

UEvision was able to deploy Birst’s on-demand analytics solution in a matter of weeks, combining information from a variety of systems and Excel files far faster than would have been possible with an equivalent, traditional business intelligence solution. Unlike traditional vendors, Birst provides low-cost, automated analysis that allows business users to get up and running quickly—without leaving IT overburdened.

Key Selection Criteria:

- Ease of use
- Affordability
- Fast implementation
- Flexible reports that are easy to create and update
- Ability to import data from other applications

A Huge Win

As a leading user experience and user design consultancy with a large number of projects under management, UEvision needed an analytics solution that would allow the company to focus on its core business—and not on a lengthy implementation or complex reporting process. Now, with Birst, UEvision employees are spending significantly less time creating and updating reports that are nonetheless providing more information and better analysis—leaving more time to focus on clients.

Kling continued, “We now have quick visibility into key areas of our business, tracking projects, time, productivity, and budget information together. So now we know answers to questions like, how quickly are we delivering for clients? How well are we delivering? Are we on budget? Birst has been a huge win for us.”

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