

## Company | **Modea**

Modea is a full-service interactive agency that provides advertising and web services for companies like T-Mobile, Graco, and Newell Rubbermaid.

### The Business Problem

As Modea grew from three or four employees to nearly twenty, it became more and more difficult to keep track of projects and accountability. They looked at simple and inexpensive tools like Basecamp in the beginning, eventually graduating to MS Project for a six-month product test. However, MS Project and Project Server proved to be inadequate.

Modea was looking for a web-based tool that would allow their organization to continue to grow without the need of purchasing additional hardware or expanding their IT department. They wanted to take advantage of the latest Web 2.0 technologies with a tool that facilitated collaboration and project accountability with a tool that team members would want to use.

### The Solution

@task on-demand was the best choice for Modea. When comparing @task to other web-based tools like Daptiv, “@task appeared to be more up-to-date than Daptiv,” says Marc St Raymond. “We really liked the way they took advantage of the latest web technologies.”

Modea felt @task provided the project management toolset they needed now, along with more sophisticated functionality that they could “grow into.” They also felt @task’s quarterly update schedule meant they would always be using the most cutting-edge project management software.

### The Result

@task allows members of the project teams to collaborate on tasks without the need for lengthy status meetings and provides complete project accountability on every project. The user-friendly interface allowed Modea to hit the ground running and start managing all their projects within two weeks of implementation.

Adoption has been a complete success.

“Our project team members want to use @task,” says St Raymond. “It helps them manage tasks and update status without being a burden. Everyone at Modea uses @task.”

### How Modea Achieved the Results

“The one-hour training we received initially was very helpful,” says St Raymond. “That was all we really needed to get up and running.”

St Raymond feels @task will continue to benefit Modea as they mature as an organization.

“Even though Modea is a young, growing company, everyone at @task treats us like we’re part of the **Fortune 500**.”

—Marc St Raymond  
Program Director  
Modea