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Case Study: AlwaysOn IT Support

As morning dawns on a busy London weekday, Always On IT contractor Jamie is sitting at his computer reading The Guardian Online when his blog reader and email pops up an alert.

A heated message from Karl, the manager of BT Taxis indicates chaos in the BT Taxis workshop as a virus has shut down their systems.

BT Taxis is Always On IT's largest client, and they rely on 100% connectivity in their busy IT network.

Help Desk for Your Customers

It's a stressed and anxious BT Taxi's manager who lodged the urgent ticket on the AO website, where WorkETC turned the ticket into a job and fired it off to AO's 12 support contractors.

Jamie is first to see the email and immediately jumps on the phone to BT Taxis. After going through the list of problems and troubleshooting solutions in his WorkETC system Jamie is still unable to solve the problem, and as morning traffic starts to emerge BT Taxis is still offline.

Panicked by the situation, Jamie can't tell he can't solve the problem from outside the office so he assigns the job to his onsite colleague Rajesh. The RSS feed and email let Rajesh know he has a job and Rajesh is able to review the ticket notes from Jamie online in WorkETC.



It doesn't take long to notice that one of the routers is not working. Someone on the staff or an enterprising rat has apparently felt the need to grab themselves a souvenir, as one of the power cables to the router is inexplicably missing.

Rajesh's search of the WorkETC job log shows which cable is needed and BT Taxis is up and running before the morning rush.

Time sheets for Employees & Contractors

Rajesh logs onto WorkETC to print off a "Job Completed" form for BT Manager Karl to sign and logs his time sheet in real time.

With Rajesh and Jamie both lodging their [time sheets](#) on WorkETC, Channele the book keeper is able to invoice BT Taxis as she runs the monthly [billing](#) run later that day.

Real time, accurate billing

WorkETC automatically pulls the time sheet items from Rajesh and Jamie and applies their individual rates (\$45 and \$60 each) against the time spent fixing the problem. WorkETC pulls the cost of the power cable supplied from the product catalog and attaches it to the invoice as well as BT Taxis monthly internet and web hosting charges.

Channele approves the invoice and emails it to BT taxis immediately.

BT taxis are one of Channele's favorite customers because Karl immediately clicks the live link on Channele's email to pay the invoice via PayPal.

Even though Karl knows WorkETC marked the invoice 'paid' as soon as he clicked the link, Karl always sends a confirmation email back to Channele, if he has the time he follows up with a phone call. She's a favourite of his too!

Meanwhile, Channele's overdue report shows Rental Co as a late payer. Clicking on the company card allows Channele to pull RentalCo's information and make a friendly reminder call. As she gets off the phone from Rental Co she [tags](#) them as a late payer.

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[Billing Software](#)- create detailed invoices from timesheets, projects and products

[Time Tracking](#)- capture employee & contractor work hours

[Shared Calendars](#)- book in meetings and set up email or RSS reminders

[Help Desk Software](#)- make sure every customer support request is answered

[Document Management](#)- share documents securely

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It's this CRM follow up that allows Chanelle to proactively follow up regular late payers, and keep on top of Always On IT's cash flow.

Working from home later that night, Roger, the owner of AO is worried that his contractors might not be that profitable or that they are slacking off when he is not in the office.

Management Reports - anytime, any place.

Roger pulls up a productivity report in WorkETC based on Chanelle's invoices. The report shows that although he only pays Jamie \$15/hr, last month Jamie only logged billable timesheets covering 20 hours of work at \$45/hr.

Frustrated, Roger makes a note in his private WorkETC diary to chat to Jaime about focussing on billable work.

Times are tough and with questionable productivity from his contractors Roger is not sure if Always On IT is profitable. Looking at the billing manager, he can instantly see Chanelle has created invoices worth \$34,550 that are all due in the next 30 days.

Relieved, Roger checks his notes and reminders in WorkETC. As he ticks off his tasks and closes WorkETC the smiling face of his daughter Janey peers back at him from his desktop wallpaper. Smiling, Roger closes the computer and heads upstairs. It's story time.

Editor's note: Would you believe this is a fictional case study? We put this together as a best example of how an IT Help Desk business might use WORKetc. Click to see some very real [testimonials](#), from very real customers.

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Case Study: RightNow Marketing

RightNow Marketing is a mid size marketing company based in New York, but with staff and contractors operating right across the US. In a uniquely competitive and fickle industry RightNow enjoys a fantastic reputation for marketing and for generating effective, original and engaging ideas.

Susan, the owner of RightNow says she, "gained that reputation by employing some of the sharpest, brightest and best minds in the business." With a wry smile Susan explains "unfortunately, some of the sharpest and best minds in marketing are eccentric at best!"

It's an advantage to have the best possible people on the job, but sometimes RightNow has found the distance between its staff, the time zones and the inefficiency of managing multiple offices makes it difficult for the team to gel on projects. It can also be disconcerting for potential clients.

"I used to refer to my offices as my little asylum, and for me, WorkETC is the rubber walls my staff and I can bounce off. It keeps my business together, and it keeps me in touch with my people," Susan explains.

Managing Leads

Recently RightNow marketing got an internet lead from Blast Cola. Blast Cola needs a new promotion and marketing campaign and contacted RightNow through the web form. John received his email instantly and immediately followed up with a phone call to Blast Cola. Using WorkETC's Calendar and job tools John flagged the lead as a genuine opportunity, and set a reminder to follow up next week.



Blast Cola was impressed by the immediate response and asked John for a face to face. After a discussion about the needs of Blast Cola and a meeting with John, RightNow was invited to pitch.

Setting up Projects

John created the project in WorkETC, and the software immediately included Jasmine, a design contractor in Seattle and Sean, a strategist based in New York in the project.

Meanwhile, Susan, had been keeping track of the lead and the project on the WorkETC newsfeed, and was excited when she noticed that John was booked to do a pitch.

With only a week to put together a pitch time was tight. John is pretty set in his ways, and refuses to leave the art scene in Seattle, while owner Susan and strategist Sean are far too acclimatised to the heady New York atmosphere to ever cross the bridges!

Online Collaboration

Sharing their documents online and sharing the project timelines meant everyone involved in the pitch could work from their own office, while project leader John and team Principal Susan could keep check.

Usually Susan keeps tabs on John and his projects throughout a job, but in an incredibly busy month, Susan still hadn't had a chance to review the pitch. It was a cheeky email from John that welcomed Susan as she sat down for her usual breakfast bagel at DailyGrind and opened her laptop.

"Blast Cola pitch today, haven't felt your hands on the leash yet boss, want to check it out?"

John needn't have bothered, Susan had already received an email and a reminder to check the pitch in her WorkETC RSS feed.

"Looking over the project is my



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favourite part of WorkETC, the final product, produced by three of our brightest across America looked sensational," Susan said.

"John, in his usual gun-ho style had set a bit of a tight target for completion and I smiled to myself as I adjusted our timelines out a bit. A quick check of profitability using WorkETC's budget comparison report showed excellent profitability and I signed off."

Blast Cola had some very distinct ideas about its future direction, and likes to work collaboratively with its suppliers. RightNow was able to demonstrate its ability to include Blast Cola in every step of the project, by giving Blast access to the WorkETC project and share the documents and notes online.

Sean had read John's notes well and his strategy was perfectly aligned with Blast Cola's desire for a promotional competition while Jasmine's design called on Blast's youthful, high energy imagery.

Susan has good faith in John's presentation skills, and her right hand man was able to nail the presentation.

Working More Efficiently

Blast Cola approved the marketing program on the spot and with access to an internet connection, had the contracts downloaded from WorkETC and on the desk in minutes. They were signed and the project was marked as 'Won' on WorkETC.

It's important for a company like RightNow to manage its time and its people well, and with WorkETC's [project management](#) tool set to trigger an automatic introduction meeting whenever a contract is won, the RightNow team were convened within days to go over the project.

Billing Customers Faster

Not only did WorkETC help RightNow win the contract and manage it, but Susan was able to automatically plot out a Milestone [Billing](#) program and send off the first months invoice! WorkETC showed that Susan could expect to bill around \$20,000 for the next three months if her projects stayed on time.

That certainty of knowing the cash-flow and budget really helps Susan focus on the important things in her business, her people.

Looking over the schedules and the project documents showed Susan a potential problem, "WorkETC told me that John has a heavy month scheduled, so I fired him a quick email to see if he needed any help."

John's reply was typically cavalier. "Thanks warden, these rubber walls are working well! Can you take a look at the Goldman project for me? I've run a bit behind."

Editor's note: Would you believe this is a fictional case study? We wrote this to give you an insight into how a successful marketing business might use WORKetc to manage their business every day. Click to see some very real [testimonials](#), from very real customers.

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About Horse Agistment at Westbury Park

Westbury Park is located only an hour from Perth on the outskirts of Pinjarra. The lush fertile soil, and quiet location make this a perfect place to agist your champion thoroughbreds.

Managed by Phil and Lindy Ibbotson, Westbury Park provides quality care from experienced and respected horse carers with decades of experience in the agistment of racing and breeding stock.

We provide quality care for your recovering champion in the safest possible environment. The soft ground and clean paddocks are perfect for horses to run and walk on and provide the best possible preparation for your thoroughbred's return to the track.

With the installation of state of the art HorseRail fencing we are able to provide peace of mind to you, and safety for your stallion, gelding, mare or colt.

We are well equipped to care for and birth your pregnant mare. Our veterinary facilities are well equipped to monitor and care for new born thoroughbreds and their dams.

Westbury Park is also pleased to announce the appearance of Startac and Fath, two group one winning Stallions standing with us and available to service your mare. For more information on Startac or Fath and to fill out an application form please [click here](#).

If you have a standing agreement with another Stallion we are happy to facilitate the serving at Westbury Park. Westbury Park has all of the necessary facilities to allow your mare to be served at our property under qualified and capable supervision.

OUR PEOPLE

Meet the team at Westbury Park



Phil Ibbotson
Agistment Manager

Phil is the manager at Westbury Park. He has a reputation for horse care built decades in the Horse Racing industry and a keen love and affinity for horses.



Lindy Ibbotson
Assistant Manager

Phil's wife Lindy operates the administration side of Westbury Park but also gets stuck in and works in the paddocks. Lindy is a respected member of the Westbury Team.

Colby Boneham
Farmhand

Colby is Westbury Park's go-to person. Always out overseeing the animals and assisting our veterinary contractors Colby has a lifelong relationship with horses.

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