

## EnterpriseWizard Automates Management of Website and Collateral Tasks



**“I would absolutely recommend EnterpriseWizard. The tool works just the way I expect it to. The cost is reasonable and the service is great.”**

– Sarah Danforth, Web Design Team Manager, Tektronix

### Customer Overview

For more than 60 years, engineers have turned to Tektronix for test, measurement, and monitoring instrumentation to solve design challenges, improve productivity, and dramatically reduce time-to-market. The company’s customers work in the communications, computer, semiconductor, military/aerospace, consumer electronics, education, and broadcast industries.

### Challenges

When Sarah Danforth became the Web Design Team Manager at Tektronix, her group was struggling to manage employee requests for changes to the Tektronix websites. At that point, each request would be logged into an Excel spreadsheet, then assigned to a developer. The system, if it could be called that, was barely adequate to track the volume of website changes. It also made accountability difficult, since the spreadsheet didn’t provide room for information about communications and actions around each request. The spreadsheet also didn’t allow requesters to check the status of or escalate their requests. Naturally, response and turnaround times were slow, reporting was entirely manual, and metrics were clunky.

### The Search

Initially, Danforth investigated in-house tools to see if one could suit her purposes; however, none offered the functionality her team required. She realized that the right tool would need to include reporting capabilities and be customizable, scalable, and easy-to-use. Since Tektronix didn’t have the budget to provision in-house servers for the system, Danforth would have to find a vendor with a hosted, cost-effective “Software as a Service” (SaaS) option. After investigating about a dozen products—most were too expensive, inflexible, or difficult to use—Danforth selected EnterpriseWizard. “During the demo they gave us, they answered ‘yes’ to every one of our 150 questions about functionality,” she remembered.

### Industry

Test Equipment Manufacturing

### Challenges

High volume of requests

Needed a more responsive website and collateral creation request process

No in-house IT support

Manual reporting required too much time

### EnterpriseWizard Solution

Help Desk application quickly customized to their needs

Hosted SaaS service

### Solution Benefits

Reduced response times

Faster turnaround

Decreased workload

Higher level of accountability

Better metrics and reports

Accessibility

## EnterpriseWizard Solution

Danforth's team implemented EnterpriseWizard's Help Desk application (through its SaaS program), easily transforming it into a Web Request application. Later, they added functions for the Collateral Development and Marketing Operations teams, initiatives that took only one week each.

Due to the product's intuitive interface, they were able to complete the majority of these implementations themselves. "We read through the documentation and started working on it," Danforth said. "And when we got stuck, we called our EnterpriseWizard consultant. An hour here, two hours there." In all, they used less than 20 hours of consulting time. With such a positive track record, it's not surprising that Danforth is currently managing the set up of new sub-tables and workflows for the company's international Web teams.

With the automated queue management system, the Web team's internal customers (the Marketing, Product Management, HR, and other departments) can submit work requests relating to any of the company's Web platforms: the external and intranet websites, sales and partner extranets, and email campaigns. They use web forms to enter requests, which are assigned to developers; meanwhile, all of the actions and communications around ticket completions are captured. "The teams who submit requests to us love the tool as much as we do," Danforth said.

## Benefits

**Reduced Response Times** - Before, the Web team would take up to three days to respond to a request. Now, they guarantee a response within 24 hours.

**Faster Turnaround** - Previously, request completion would take six or seven workdays. Now, it takes only three or four days. Danforth's team closes about 170 requests per month (from 111 requestor users).

**Decreased Workload** - Danforth estimates that her workload alone has been reduced by about 60-70%, now that she no longer needs to maintain a request spreadsheet.

**Higher Level of Accountability** - With EnterpriseWizard, it's easy for Danforth and her 17-member team to figure out what happened with a particular request by consulting the data tracked by the system. As a result, both the requestors and the Web Design Team have a higher level of accountability.

**Better Metrics and Reports** - Before, Danforth spent hours and days creating reports for herself and management. Now, "it's all there, easy to slice and dice every which way," she stated.

**Accessibility** - Before EnterpriseWizard, the Web team's request queue was about 30% larger than it is today. That's because requestors couldn't view the queue and so were submitting duplicate requests and being counted twice. Now that they're able to see their own requests and the full status details, they can learn the status of, update, and escalate their tickets without generating new requests.

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— Sarah Danforth  
Web Design Team Manager  
Tektronix

## Let Us Show You

What EnterpriseWizard has done for Tektronix, it can do for you. Let us show you how. In a few hours, we can set up a custom demo of your toughest business process. Just give us a call.

**"During the demo, for every one of our 150 questions – can you do this, can you do that – the answer was always 'yes, and here's how you do it.'"**

— Sarah Danforth  
Web Design Team Manager  
Tektronix

## For More Information

Call 1-888-727-2209 ext. 1 to learn more about automating your business processes with EnterpriseWizard.

## About EnterpriseWizard

EnterpriseWizard, Inc. ([www.EnterpriseWizard.com](http://www.EnterpriseWizard.com)) is the leading provider of powerful, easy-to-deploy, and cost-effective Web-based software solutions for business process automation, customer support and service desk, and CRM for organizations with complex products or services. It has attracted hundreds of customers, ranging from startups to leading edge companies, such as Chevron, NEC, and Emerson Electric.

## Corporate Headquarters

EnterpriseWizard, Inc.  
654 Bair Island Rd, Suite 300  
Redwood City, CA 94063  
United States of America

