



## IMR Rapidly Increases Daptiv Seats to Accommodate Growing Client Demand

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Raul Cardenas, Operations Manager

### AT A GLANCE

#### KEY FACTS

- IMR needed a single platform that would manage a range of sales, customer care and project management needs.
- Although Microsoft Project was an option, IMR chose Daptiv PPM because it was easier to use and deploy.

IMR is a rapidly growing consulting firm, constantly bidding on projects for its clients in the manufacturing, food and beverage, automotive and construction industries. It is the type of workplace where you need to wear many hats to get the job done: sales, leads follow up, customer care, and project management. The company was using Lotus Notes to manage its projects but had quickly outgrown it.

#### IMR BECOMES RESELLER

The company was in need of a single, unified platform that would manage tasks and projects for the work at hand, while at the same time provide an easy-to-use collaboration environment for the company and its clients. This platform also had to provide seamless task scheduling and allow project templates to be developed for the different vertical industry buckets the company was engaged in. As a

Mexico-based company, IMR also needed a platform that would make it easy for users to enter information in both Spanish and English.

IMR evaluated a number of products including Microsoft Project, but determined that Daptiv was easier to use and deploy. Using Daptiv would allow the company to resolve multiple Project Management issues: issue tracking, resource management, collaboration, and provide a central repository for project information.

At first the company started out with five seats. While in the midst of an extremely large project, the company found that Daptiv was an even better platform than they anticipated, and as part of their consulting practice began recommending and reselling Daptiv to the clients it was consulting for and then in the market in general.



## DAPTIV FITS INTO DAY-TO-DAY ACTIVITIES

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## ABOUT DAPTIV

Founded in 1997, Daptiv is the leading provider of on-demand Project Portfolio Management (PPM) solutions. Daptiv has helped thousands of companies improve their strategic planning and business execution by offering adaptable PPM solutions and expert professional services. Daptiv’s customers include world-class organizations such as Beam, Chase, Coach, Harvard University, Honeywell, InterContinental Hotels Group, and Virgin Australia. For more information about Daptiv’s PPM solutions, please visit [www.daptiv.com](http://www.daptiv.com).