

## Company | **Avery Dennison**

Avery manufactures apparel ID: tickets, tags, labels, RFID, overt electronic security, etc.—just about any ID product.

## Foresight | **Why We chose @task**

The industry has moved and is moving from a regional-based model to a global model with business processes that extend across Europe, North America, and Asia. We struggled to gain visibility across all of our projects.

Before @task, I used phone calls and spreadsheets—basically, any piece of data I could get my hands on. I looked for a project management solution for about a year when I first took this job. I was looking for a program that could give me visibility over a variety of levels. A web-based application was crucial—with our global scope, it had to be; it was absolutely critical because we need to access it from anywhere. Simplicity was also very important. MS Project was just too complicated; it was overkill. @task has an intuitive interface; I have technical and non-technical people on my team, and they all work within @task.

I also liked that @task had flexibility in the views and reports, especially over a large number of projects. There weren't a lot of tools that could make that look good. In addition, I really liked the custom data capabilities—I do specialized searches that allow me to slice my regional info based on the custom data that I set up.

## Hindsight | **Why @task was the Right Choice**

When we first began using @task, the reception was phenomenal. Everyone in our office was saying, “This is the easiest thing—this is going to be the greatest thing in the world.” Across the extended organization, adoption took a little time. Visibility sometimes isn't good for everyone, because if you are slacking off, everyone will know it. But now visibility is the biggest thing, especially in our global environment. @task makes the whole business process simpler on this scale.

I'm using @task to manage the development and deployment of applications and systems for the vendors. I have project managers in Asia, Europe, and the US who participate in the business process. @task gives me dashboards to manage the data involved in each bucket of the process.