

Case Study

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Instructions

- The case study will test your understanding of Marketing skills.
- You are part of the company, TrackEasy. The details about the company and its product are provided in the case study.
- The exercises at the end of the case are to be worked upon based on your learnings from the sessions.
- Upload all your submissions as instructed in Google forms.
- For any doubts, please contact your respective moderator.

Business Case Study

TrackEasy Inc.

In the current business scenario, in most companies of all sizes, one thing that is common is handling employees remotely. Time and attendance play an important role in managing vital day-to-day operations for any business. More so when everyone is working remotely, time tracking can be crucial as it offers real-time visibility into projects and key operational metrics. Since this directly impacts the company's finances, in the absence of a tracking system, businesses don't have a 360-degree view of the true cost of business processes that often inhibits organizations from growing or expanding at a healthy rate.

That's where **TrackEasy Inc.** comes in. TrackEasy is a *cloud-based time-tracking platform for businesses*. It gives you a single place for time tracking, attendance tracking, and effective workflow management for your employees.

Product Name: ***TrackEasy Cloud Time Management***

A cloud-based software for time management for businesses to track time, activities, productivity levels, budgets, and everything else you might need to maximize your team's effort and productivity. Since TrackEasy is a cloud-based solution, all you need to access it would be a web browser and internet connection. Employees can be added to the system by sending an invite to their official email IDs for registration and account activation. This robust time and attendance tracking platform help in smarter project organization, proof of work, and settling billable hours. Employees can log hours to specific categories such as project, location mentioned, or the particular task. This also helps in creating

insightful reports to analyze resource distribution, billable vs. non-billable hours, and efficient time management. Employers do not have to send countless individual emails or wait for employees to hand in time cards or apply attendance manually. The solution makes use of the employee's computer activity, it clocks in, clocks out, and factors in overtime hours. This is a very robust, comprehensive, and extremely user-friendly solution. It also has the ability to integrate with other 3rd party software like policy management software (Darwinbox) and payroll management software (ADP).

Key Terminologies

1. Timesheets: These are the attendance reports that show all the information regarding billable hours (present/absent, time off, holidays, and vacations).
2. Time tracking: This is the key feature of such software. It captures and keeps the record of total hours spent by the person at the workplace.
3. Project management features: Besides time tracking, this kind of software usually has additional project management tools, such as assigning tasks, setting deadlines, monitoring overall progress (daily tasks/ weekly, monthly goals).
4. Darwinbox is a new-age, enterprise-ready, HCM platform that enables enterprises to automate day-to-day HR processes, simplifies human interactions, delivers actionable insights to build better workplaces and achieve their strategic HR goals faster and smarter.
5. Payroll management software (ADP): ADP's payroll software easily syncs with time and attendance solutions and other human resource programs. So, from one place, you can manage not just payroll, but also benefits, employee absences, insurance premiums, and more.

TrackEasy Product Editions:

Features/Plan	Standard	Business	Enterprise
Employee Engagement	Yes	Yes	Yes
Time tracking	Yes	Yes	Yes
Onboarding and Offboarding	-	Yes	Yes
Activity tracking	-	Yes	Yes
Payroll	-	Yes	Yes
Tasks and projects	-	-	Yes
Client login access	-	-	Yes
Number of groups/department supported	1 group/department	Up to 2 groups/department	Unlimited groups/department
Data Storage	1-month	6-month	Unlimited
Support and Security	Yes	Yes	Yes
Integration Support	Yes	Yes	Yes
Pricing	\$250 per user/month	\$550per user/month	Custom

Why TrackEasy?

The following section explains what sets TrackEasy apart from the traditional way of employee time tracking:

- ★ Intuitive User Interface

1. The system has various user types, each with different accessibility levels (e.g. admin user, general user)
2. It comes with an informative and easy to navigate dashboard with a detailed overview of the employee's current projects.
3. Includes a set of project management tools meant for employers for tracking tasks, deadlines, assigned employees, and other project details.
4. Includes Invoice management that enables efficient time tracking based on employees' profiles, which calculates pay automatically and exports payment data to the payroll system.

- ★ Ability to integrate with 3rd party software like ADP for payroll processing

- ★ Time tracking helps in identifying hidden costs: Between salary, benefits, leaves, and healthcare, businesses constantly struggle against the costs of labor. By tracking employee time, organizations can identify hidden cost centers and underperforming projects that would have otherwise stayed under the radar.

- ★ Ability to track projects from start to finish: Sometimes customers may ask for a detailed explanation of why something took as long as it did. With TrackEasy, all you have to do is generate a report and all the details are there. This data makes it easier to have tough discussions with clients because you can show them exactly how long great work takes.

Success stories from companies that have used TrackEasy

- Fortune 100 Marketing and Advertising company Company (FI)
 - o **Problem**: With two offices in different countries, it was physically impossible to manage two teams at once. As soon as they opened their second location, team management became a challenge. FI had no visibility into the real-time updates on ongoing projects and tasks, and it was struggling with deadlines.
 - o **Solution**: Built on TrackEasy, FI enables employers to see how productive their employees are and how much work time they spend on work-related applications - that's something the other time tracking software didn't have.
 - o **Outcome**: FI saw average productivity maintained at 87% with TrackEasy

- Fortune 100 Food & Beverage Company (FFB)
 - o **Problem**: With COVID-19 gripping the entire world, FFB suffered a problem most firms faced. The company traditionally estimated project costs based on the time required to complete them. FBB wanted to make sure that they are billing their customers at prices that would make their agency profitable, so they considered an automated solution.
 - o **Solution**: By leveraging TrackEasy, FBB realized they needed to increase prices by 30% in order to maintain the level of profitability.
 - o **Outcome**: TrackEasy allowed FFB to enable a 30% increase in monthly profitability with time-savings of 10 hours paying contractors and employees each month.

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Key Factors based on which companies similar to TrackEasy try to differentiate

- Ability to integrate with 3rd party systems
- Advanced reporting and dashboard
- Security
- The value offered by the solution
- Data storage offered

Assignment

Details about Assignment

Note: Once you have completed the case study, you need to work on the below three questions and upload the output of each of these as your submission in the google form.

Here is the background information you need to keep in mind.

Representatives from your company are attending the [Human Resource Executive Technology Conference & Exposition](#) in Las Vegas in a few months. Your company will be setting up a booth to advertise your products and services at the conference. There are expected to be 10,000 HR professionals and technology professionals attending the conference. In addition to your company, there are about 400 other technology vendors and service providers that will be attending the conference - the competition is tough! Your company will be present at booth#13. The conference floor plan is really huge and not all the attendees will go and check out each booth.

Your marketing efforts will determine the following:

- A) How many people end up visiting your booth
- B) What is the experience that the visitors have once they visit your booth
- C) What do the attendees take back from the booth so that they remember your company as a leader in its space

Your CEO has asked you to help with some very key deliverables required in the digital marketing campaign to promote this event. This is to make sure that your company is able to really stand out from the competition and ensure that a good number of attendees are coming to visit the booth. Below are the three problems that your CEO needs solutions for.

Problem#1 (Infographics Creation)

You are asked to pitch your product, TrackEasy. As a representative of the company, you will need to convince the employers to adopt the solution for company-wide use. Your target audience will be C-Suite Level Executives.

You are asked to create an infographic to be promoted on different media and website channels to make the audience aware of the product and provide a CTA to the Conference. You may choose to include product details, features, and benefits to create the infographic.

Once you have created your **infographics (Portrait or A4 Size)**, export it as a PDF and upload it into the Google Form under Problem#1.

Important Note:

- The infographic should be in **Portrait or A4 Format**
- The default in PowerPoint/WPS is for landscape slides. You will need to change this. Navigate to the Design tab and click "Slide Size" followed by "Custom Slide Size." This will cause a dialogue box to appear. Change the orientation of your slide to "Portrait" and add custom measurements.

Problem#2 (Social Media Banner - Single Slide)

Your company got an advertising opportunity to promote your presence at the conference. We will be paying \$1,000 to promote it on media and website channels. This opportunity is to showcase 1 slide about our company and our value proposition. Your CEO needs your help in creating a slide that is able to create a huge impact on whoever sees it so that they are excited enough to come by your booth. Make sure to include a catchy CTA as well!

What do you need to do?

You need to create 1 **PowerPoint slide** that can be used for the above-mentioned purpose. You can feel free to mention anything you want to on the slide. Feel free to create a logo for the company, or you can just mention the company's name.

Once you have created your slide, export it as a PDF and upload it into the Google Form under Problem#2.

Problem#3 (Thought-leadership article)

Your CEO needs you to create a thought-leadership article that can be given as a hard-copy print-out to all the booth visitors as a takeaway. The article should be relevant for all the visitors coming to your booth and should position your point of view as interesting and unique compared to all the other competition.

For Problem#3- You need to create a thought-leadership **article (under 500 words)** that should be interesting and unique for your visitors coming in to read through.

The target audience for this article would be C-Suite Executives and Managers.

You can create this in a word document, export your work as PDF and upload it to the Google form under Problem#3.