



CRUX CASE STUDY

- Challenge:** Finding a technology solution for a marketing “un-agency” who outgrew their startup status
- Solution:** Implementing Microsoft Office 365 software to save time, money and resources
- Industry:** Marketing Services



SITUATION

Crux KC is a startup B2B marketing “un-agency” located in the Crossroads that launched in June of 2016. They faced technology challenges early on, implementing multiple platforms for email, calendar, project tracking, file sharing and video conferencing, none of which communicated with the other. The Crux team didn’t have the time or resources to find a technology solution that would streamline their processes and improve communication between clients and their team.

“Like most start-ups, we were focused on building the business and taking care of our clients, adding new software on the fly as we needed it,” Crux founder, Melea McRae shared. “We’re marketing experts, not technology experts. Between getting bogged down with emails, juggling calendars, and losing overall productivity, it was a stressful time having to manually make sure projects didn’t fall through the cracks.”

Crux needed a technology solution that allowed them to graduate out of their startup status, providing them with the right technology tools to help them become much more efficient as their business grows.

SOLUTION

After initial conversations with the Crux team, AdamsGabbert’s (AG) Microsoft specialists discovered that they were paying for Microsoft Office 365’s suite of services, however, they were not taking advantage of all of its capabilities (beyond Word, Excel and PowerPoint). In order to rectify delayed timelines, miscommunications and depleted resources, AG recommended upgrading the team to Microsoft Office 365 Enterprise, an IT management solution that uniquely benefits small-to-mid-sized business models, allowing them to access all the necessary tools Crux needed to efficiently run their business.

“It was like having a concierge service at our disposal to walk us through the transition. They took on all the necessary conversations with Microsoft directly, navigating the email switch and file transfer; saving us countless hours; and allowing our team to focus on our business. We would never have attempted to tackle this without AG owning it.”

- Melea McRae, CEO & Founder, Crux KC



RESULTS

After implementing Office 365, Crux has experienced increased productivity and collaboration under Microsoft's single Teams platform, eliminating the use of Google for email and calendar; Asana for project tracking; and Slack for inter-office communication. When employees work remotely, they now have access to every file from any computer through Microsoft SharePoint, making it convenient for multiple employees to collaborate on a document simultaneously without waiting for each team member's edits.

Crux is now able to rely on the new technology to coordinate calendars and meetings; assign projects with full visibility; replace back-and-forth email communication; and seamlessly take each project to the finish line. "We've been able to elevate our business and deliverables to our clients because our processes have dramatically improved," McRae said. "The bonus was that the change actually saved us money each month: we are now paying for one total solution vs. three disconnected ones."

Cost of Multiple IT Systems vs. Office 365

