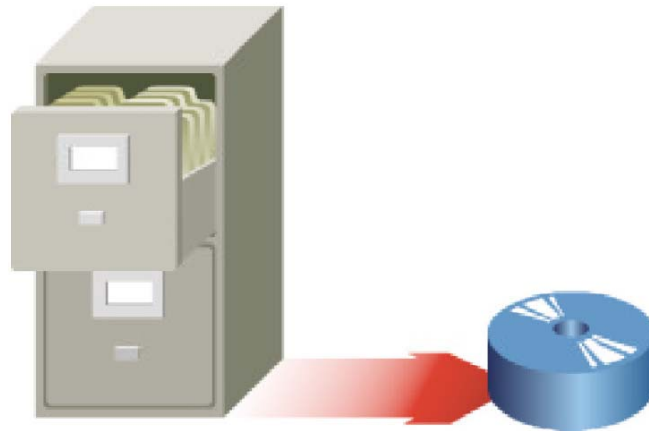# digital data management system

Process change directly influences branding and customer relationships

Results

GOALS:	PRIMARY	SECONDARY	TERTIARY
Cross-platform (Win, DOS, Mac) compatibility	Reduced project recovery time by 94%	Eight character nomenclature provided: Intuitive information structure, keyword search ability	Improved management perception of computer support staff
Leverage existing infrastructure (e.g., software, hardware)	Reduced computer support costs by 75% (same system, less effort)	Similar naming systems evaluated for technical departments	Nomenclature system recommended for firmwide adoption
Intuitive information architecture: low maintenance, easy-to-use, short learning curve	Increased creative staff productivity by 62% Transferred time and efforts from project administration to project planning and customer service	Creative staff relationship with technical management moved from file clerk to consultant Marketed system as a management tool for internal and external customers	New system efficiencies increased internal and external customer confidence, brought in new projects, and generated additional revenue
Incorporate data tracking capabilities	Central database tracked files and ensured accurate project billing Achieved lost file percentage of 0.01% within two months of implementation	Database enabled workload monitoring, management status reporting, and reuse of data for multiple projects	Accurate workload status allowed 62% more drawings processed than any other office, in spite of a 25% staff reduction
Partner with computer department for technical expertise and to ensure buy-in	Computer department partnership enabled problem-free rollout	Partnership model used as a benchmark for firmwide systems department and customer service	Selected as partner for firmwide computer department pilot projects