



**SIMFORM**  
Case study

## About Simform

Simform is a software development company with a mission to help companies extend their tech capacity successfully. Since 2010, our team of 400+ experts has helped businesses elevate their value through our development services.

## Popular Clients

We help a wide range of companies, from startups to enterprises and Fortune 1000 companies. Some of our key clients are Redbull, FIH, FreeWire, Sony Music, Marriott, Georgia-Pacific, etc.

## Problems Simform solves

We solve software technology problems for our clients, be it building a complete end-to-end solution or helping them hire the right developers. Most of these software development projects range from six months to two years. A few projects which extend beyond this period requires our team to continuously add features and lookafter the maintenance.

## Tools used before Zoho Projects

Before Zoho, we tried so many different tools! Prior to implementing Zoho, we were using a combination of tools to manage the entire development process. For example, JIRA to track bugs, Microsoft Excel to manage project allocation, an in-house tool for time tracking and invoicing, and more.



## Biggest challenges

At any given time, there are at least 50 projects going on in our organization. So using a number of tools was time-consuming for the project managers and department leaders. This often meant a lack of planning and subsequent loss in productivity. The major challenge was that these tools were pure managerial tools which gave no insight about improving overall team productivity, resource allocation, and planning. As such, it was difficult for the management to allocate tasks and for the HR team to hire more people in an optimal manner.



## How Zoho Projects helped

We use Zoho Projects to handle all our software development projects. This means we not only use Zoho for our client projects, but also to manage our company operations. We love that we can create separate tasks for non-billable work such as interview sessions for hiring and training sessions for our interns. We use Zoho for a few tasks related to company administration, finance, and marketing too.

# Areas where a significant change was experienced after implementing Zoho Projects

## Task Management

We use the 'milestones' feature to divide a project into granular tasks and assign them to appropriate individuals and track their progress.



## Better utilization of developers' time

Our teams can manage dependency and plan better for future projects using the planned versus actual (time taken) reports. We use this feature in every development team to maximize productivity and project resource forecasting.



## Measuring development performance

By tracking the start and end date of milestones, we're able to gauge and optimize the performance of our development team.



## Transparent communication with our clients

The Gantt chart provides a familiar user experience to our clients and makes it easy to follow the project progress. We recently completed a project that involved multiple developers and clients and the Gantt charts proved invaluable.



## The Benefits

With Zoho Projects we were able to increase our overall team productivity by nearly 30%, with the biggest increase in productivity seen among project managers. They now take less time in task allocation and optimizing team performance. For Simform as a whole, accurate forecasting for new projects and using the saved time to learn new technologies are the implicit benefits of using Zoho Projects.

## About the Author



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Hiren is VP of Technology at SIMFORM with an extensive experience in helping enterprises and start-ups streamline their business performance through data-driven innovation.



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