

Can Your Business Survive Email?

21st Century Solutions for Today's Companies



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Email Usage Rising Exponentially

“Based on our research, corporate users send and receive an average of 133 messages per day and this number is expected to reach 160 messages by 2009.”

Radicati Group study, “Taming the Growth of Email—An ROI Analysis” May 9, 2005

“IDC predicts that nearly 97 billion emails, over 40 billion of which will be spam messages, will be sent daily worldwide in 2007. This is the first year that spam email volumes are expected to exceed person-to-person email volumes sent worldwide.”

International Data Corp., “IDC Reveals the Future of Email As It Navigates Through A Resurgence of Spam and Real-Time Market Substitutes,” April 9, 2007

Email a Productivity Drain

“E-mail, the internet’s killer app, is killing productivity.”

Thomas Claburn, “Blogs And Wikis Move In As E-mail Overload Becomes Unbearable,” Information Week, Nov. 13, 2006

Are your projects behind schedule? Has your email system become a roadblock to efficient workflow and clear communication, while costing you more each year in terms of IT time and money? If so, a new class of Web 2.0 products may hold the key to solving these problems. Improved productivity and increased profits could be just around the corner for your business.

Whether the issue is security and worries of spam and viruses, loss of confidential information, productivity drain due to staff time spent managing an overflow of messages, or increased IT and storage expenses, email is becoming more of a headache each year for companies worldwide. For those that rely solely on email to manage their projects and other workflow, the pain is much greater.

Indeed, the instantaneous nature of email is not well suited to the work that most people do. Projects are not planned on the fly, budgets aren’t forecast or approved in a day, nor are major decisions made in a matter of minutes. Yet the very nature of email speeds everything up, and data as well as good decision making can get lost in the shuffle. As Thomas Claburn wrote in InformationWeek a year ago:

E-mail, the internet’s killer app, is killing productivity. Even for workers who insulate themselves from pitches for porn and pills—up 59% in October from the previous month, according to e-mail management company Postini—occupational spam takes a toll: Mailing list messages, workgroup updates, e-mail alerts, and corporate communiqués demand attention, if not a reply. Dealing with e-mail easily can become a full-time job. Heavy users receive 1,000 messages and 1,500 spam messages a week, estimates Richi Jennings, lead analyst with the e-mail security practice at Ferris Research.

Email Costing Business Time and Money

This year almost 3 trillion emails will be sent worldwide with only a very small percentage relevant to the tasks at hand. Junk email, malicious file threats and interpretation of wandering threads require time-wasting attention every day from every employee. Personal misuse of workplace email is also a rising problem. According to a 2005 survey by the American Management Association, 26% of employers have terminated employees for inappropriate use of email, a number that’s certain to keep rising.

Each year, businesses are spending increasing amounts of money to keep their electronic communications secure in an unending game of cat and mouse against malicious coders. Yet suspicious file detection software and tighter network controls many times will block all file attachments and filter legitimate messages. Sending file attachments through email also presents problems due to file size restrictions on many networks.

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Email Not Designed for Current Uses

"...although email was originally designed as a communications application, it is now being used for additional functions, that it was not designed for, such as task management and personal archiving. We call this email overload."

Steve Whittaker and Candace Sidner, "Email Overload: Exploring Personal Information Management of Email," CHI Conference, 1996

In addition there are versioning issues, with critical data scattered in multiple subject threads with multiple senders in multiple inboxes on multiple hard drives and servers. Lost files, lost task assignments, lost action items, misinterpretation and delegation confusion are common. It is not difficult to come to the conclusion that email is a very poor planning tool. Countless hours are spent using email for project collaboration when in reality email was only designed for simple electronic text communication.



A Brief History of Email

In the realm of technology, where changes occur seemingly at the speed of light, email is an ancient technology. Beginning somewhere in the mid-1960s, long before the Internet, email started at MIT as a communication system for one-to-one electronic messaging for users of its mainframe computers. Starting as little more than the electronic equivalent as leaving a note on a co-worker's desk, email quickly moved to networks, and the ability to communicate more widely had begun. From there email grew and advanced along with the advent of personal computers. The first email standard, the protocol for simple message transfers known as SMTP, was created in the early 1980s and is still used today. Unfortunately, basic flaws in it were later exploited by viruses and worms, security frauds and spam, problems still facing us today.

So email problems are nothing new. Indeed, the examples are many and have been evident for many years, as indicated by the following excerpt from the 1996 CHI (Computer-Human Interaction) Conference:



Email is one of the most successful computer applications yet devised. Our empirical data show however, that although email was originally designed as a communications application, it is now being used for additional functions, that it was not designed for, such as task management and personal archiving. We call this email overload. We demonstrate that email overload creates problems for personal information management: users often have cluttered inboxes containing hundreds of messages, including outstanding tasks, partially read documents and conversational threads.

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Furthermore, user attempts to rationalise their inboxes by filing are often unsuccessful, with the consequence that important messages get overlooked, or “lost” in archives.

The situation has steadily worsened as businesses have attempted to continue to manage their workloads with a technology that was never designed for the things that are expected of it today. We will be exploring in depth the ten most serious problems caused by email when it is used to manage projects in the workplace. A list of them is below:



Email Security Problems

“A company with 5,000 users can expect 900 unauthorized releases of private information and 150 inappropriate e-mails every day, according to e-mail management provider MessageGate.”

J. Nicholas Hoover,
“The Problems With E-mail,”
Information Week,
Jan. 20, 2007

“Successful DHAs can dramatically increase the volume of junk email (spam), forcing unprotected corporations and ISPs to incur higher email system costs as well as decreased email system reliability.”

Postini StatTrack,
Nov. 2007

Top Ten Critical Email Problems

- 1 Lack of security
- 2 Attachment problems
- 3 Reliability problems
- 4 Spam clutter
- 5 Document version confusion
- 6 Scattered data
- 7 Unclear project direction
- 8 Project status confusion
- 9 Next step priority uncertainty
- 10 Lack of accountability

1. Lack of security

Viruses and other malicious files can take systems down

Lack of security can take many forms. At its most basic, there simply is no certification mechanism for email senders. This means that everyone’s inboxes depend on the honesty of the senders. While most senders probably do not have ill intentions, the fact that, according to Postini, an email security and compliance company owned by Google, one in 162 emails is virus-infected. Postini research further notes that “an average of 30 percent of an email server’s capacity is hijacked by spammers trying to steal proprietary email addresses and other information stored in the corporate directory,” a technique called Directory Harvest Attack (DHA). In addition to viruses and spam, these ever-increasing attacks bring more and more sophisticated threats to organizations in the form of hoaxes, phishing attacks, worms, trojans, keyloggers, and spyware.

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Email Misuse

As e-mail proliferates, so does the number of ways for it to be misused and mismanaged. Out-of-control e-mail isn't only a cost burden and a time suck; it's also a legal and regulatory liability.

J. Nicholas Hoover,
"The Problems with Email,"
Information Week,
Jan. 20, 2007

Attachment Pain

"E-mail attachments have become a staccato series of shooting pains for many a CIO."

Laurianne McLaughlin,
"How One CIO Escaped E-Mail Attachment Hell,"
CIO, July 2, 2007



Delivery Problems

"According to the Boston Globe, a number of the e-mails sent to American Online (AOL) accounts never made it through because the service filtered them out as "spam"—useless junk e-mail that bombards many inboxes. But representatives of AOL deny the report."

Harvard Crimson,
Jan. 4, 2002

There is also a growing problem of inappropriate email use by employees, and worries about the safety of confidential business documents and data. An April 2007 article by Andrew Blackman on *The Wall Street Journal's* online executive career site, CareerJournal.com, cites a study by Boston-based Aberdeen Group that found that "80% of 116 companies surveyed view loss of confidential information—either by being intercepted or being sent out by an insider—as a high or medium threat."

2. Attachment problems

Some attachments too large, some malicious

File attachment problems run the gamut from the size restrictions that some mail services impose to malicious attachments such as viruses and worms (which were discussed earlier). Aside from security issues, file sharing with team members is often unreliable or even impossible. These problems can disrupt workflow progress, as well as cause headaches for companies' IT departments. According to an article by Laurianne McLaughlin on CIO's website:

E-mail attachments have become a staccato series of shooting pains for many a CIO. Today's attachments—packed with images, presentations, PDFs, video clips and other space gluttons—keep getting bigger, with no end in sight. They can bloat your servers, clog your systems and slow user mailbox opening to a crawl (prompting help desk calls).

Worse, large attachments can make messages that your users have sent bounce back, when clients set up policies to block messages larger than a certain size, say 10MB. (In other words, a limit low enough to block a crucial marketing presentation.) Also, the bigger your e-mail store gets, the more complicated your backup and restore jobs become.

3. Reliability problems

Filtered messages don't always go through

As noted earlier, email systems still rely on the SMTP technology, or Simple Message Transfer Protocol, designed in the 1980s. But basic flaws in the design have been exploited by spammers and viruses to the extent that many consider delivery no longer reliable.

Perhaps one of the most notable non-delivery events occurred in 2001, when, according to the Boston Globe, a number of Harvard acceptance letters sent by email to prospective students with AOL accounts were not delivered, but were filtered out as spam.

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Although the report was denied by AOL, it nevertheless highlighted a problem in the industry. Email does not always arrive as intended. Indeed, as more companies seek to protect themselves against security and spam problems by outsourcing email service providers, the added number of routers mail must pass through can cause delivery difficulties, preventing some email from getting through.

Spam Madness

“One definition of madness is continually trying the same thing and expecting a different result. Yet this is exactly what much of the industry is doing with the current ‘solutions’ to prevent spam.”

Peter Stewart,
“How the anti-spam industry lost its way,”
ITWire,
Nov. 4, 2005



Which Document Most Recent?

“When spreadsheets containing valuable corporate data are duplicated uncontrollably, and then modified differently by different users, each file becomes a separate version of the ‘truth.’”

Info-Tech Advisor:
Research Note,
“Spreadmarts Bad for Business,”
Jan. 4, 2005

4. Spam clutter

Email boxes filled with junk

Anyone who has an email account, whether personal or at work, is well aware of this modern blight. According to some research statistics, as many as ten out of every eleven messages, or 86%, are spam. And many think the problem will only get worse. As Peter Stewart, a technology industry expert, wrote in 2005:

Today’s rising spam volumes mean that the many and expensive approaches to stopping junk email simply are not working.... Solutions that engage the spammer in an intellectual race are doomed to failure, and the process to discover this will be long and expensive. Why? Because spammers always have the initiative; all those expensive analysts can’t do a thing until the spammers make their next move and then all the analysts can do is catch up. All that software to detect and filter unwanted email comes at a cost, as does its administration. All those processes to detect spamming IP addresses—and their administration—also come at a cost.

The time wasted per employee in sorting, sifting through, and deleting these messages reduces productivity and adds to overall costs.

5. Document version confusion

Which one is the right one?

When email groups are asked for input on a single document, changes are made individually and re-circulated to the group, causing confusion as some versions are edited over some members’ changes but not others. Without a latest version in a central location, copies of the file are downloaded to each group member’s computer independently rather than shared collaboratively. Too often inboxes get filled with updated document versions as new attachments, and group members stop reviewing after several versions or only review the latest version due to new document edit fatigue.

Costs associated with the time wasted in reviewing changes or losing track of the current version are multiplied by the number of members.

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Where Is That File?

“Managing islands of information scattered throughout an enterprise’s network can be an IT administrator’s worst nightmare.”

Lee Copeland,
“Network Woes: Dealing With Scattered Data,”
CRN,
Feb. 24, 1999



6. Scattered data

No single repository for important files

Before computers were prevalent in the workplace, finding data was relatively simple. The item was either on your desk or someone else’s, in a file folder or not, in a file cabinet, or perhaps a storage room. It could be a bit hard to track down, but it had a physical presence...you could hold it in your hands.

Once data became digital, the opportunity for it to be in multiple places grew exponentially. Now it isn’t just physical file folders on desks or in cabinets that can store data, but hard drive folders, network drive folders, jump drive folders, intranet folders, and email account folders. All this is multiplied by the number of staff, the number of machines, and the number of software packages. Add to this individual naming conventions for the files and categories—since different people will name the same things differently—and you have a recipe for disaster. Staff on vacation, disorganized employees, and employee turnover only add to the mess. This isn’t only a problem for IT staff, but for every employee trying to determine whether the spreadsheet or other document they’re working on is the latest version.

7. Unclear project direction

Who’s responsible for what?

The success of any project depends on team members understanding both the scope of the project and their role in making it happen. However, problems can be caused when team members rely on email for project direction. Instructions to individuals or whole teams can be vague, with carbon copying without direction or forwarding threads without explanation leading to confusion and wasted time. As the back and forth volleying of email clarification and definition of terms occurs, any new team members are expected to get up to speed by interpreting the history of email replies. In addition, they are expected to interpret their to-dos by piecing together bits of information and attempting to string together a logical set of instructions.

Without clear action steps, the potential for teams starting, stopping, postponing, and requesting meeting clarifications is dramatically increased as they wallow in perpetual confusion.

8. Project status confusion

Is project on track or behind schedule?

The globally respected research firm Standish Group, which has conducted surveys on IT project performance since 1994, has reported in recent years that as many as 90 percent of software projects are completed late. While this percentage fluctuates from year to year, it is clear that far too many

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projects don't meet their intended deadlines. And this problem isn't confined to the world of software development. Many industries struggle with budgeting for a work deadline while waiting for red flags to make small course corrections at the beginning rather than large, costly corrections at the end of a project.

One of the greatest challenges for a project manager is to have a realistic view of how much time team members can really spend on their scheduled tasks. Unplanned activities can skew deadlines, leading to all sorts of business fires, either towards the end of a milestone when the project status is under intense scrutiny, or if the project schedule is being monitored on a regular basis.



Insulated decision making is a costly potential threat when executives assume the yes-men middle manager projections they receive are accurate. Effective managers should see status in real-time to communicate delay risks accurately, but unfortunately email is ill-equipped to provide this information.

What Should Be Done Next?

“Doing more things faster is no substitute for doing the right things.”

Stephen Covey,
First Things First

Email is Time Waster

“Indeed, the onetime productivity wonder has turned into a maddening time waster.”

Business Week
“E-Mail Is So Five Minutes Ago,”
May 9, 2005

9. Next step priority uncertainty

Which action step is most important?

Whether they call it that or not, most people perform time management every day, both at work and at home. Simply put, time management is really just deciding what to do and when to do it. Yet projects that depend on a team of people working in concert to achieve a goal generally require certain action steps to be completed before others can be worked on. Scanning email inboxes to determine the highest priority action step to deal with next will most certainly not result in the right answer for the individual staff member; that misdirection multiplied by the number of team members can have costly consequences.

Too often, employees will drop emails into “Action” folders to be referred to at a later date. Without determining priority, end date, or follow-up, the result is that most, if not all, will be forgotten. Most employees have post-it notes or scratch pads to remind them of what to do later but rarely, if ever, do they have a system in place to help them decide on what to do first.

Author Stephen Covey in his book *First Things First* defines effective time management as focusing on tasks that are important but not urgent, maintaining that too many people spend their time responding to both important and unimportant urgent tasks that encompass everything from real crises to small daily interruptions and distractions. As the very nature of email is instant and implies a sense of urgency, the ability for people to plan their work effectively diminishes when they use email as their primary planning tool.

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Who's Accountable?

"...it [email] doesn't do a good job of enabling people to manage project activities or business workflows, or to keep other people accountable for being up to date and participating in a collaboration."

Mark Levitt,

"Making Collaboration Count Through Ease of Use, Visibility, and Accountability,"
IDC Analyst Connection paper,
September 2007



What Is a Project?

"A project is a series of tasks, arranged in a defined sequence or relationship, that produce a pre-defined output or effect."

Project Management Institute,
"Body of Knowledge"

10. Lack of accountability

Did team members do what they were supposed to?

Companies that use email as a project management tool can notify staff of their responsibilities with regard to a specific project. However questions of accountability will invariably arise, as email cannot easily track and cannot record task progress and completion. This lack of accountability can and does lead to staff morale problems. If there is no way to track accountability, some team members will always do more than their share, some less.

Indeed, some analysts have estimated that a lack of accountability costs U.S. companies tens of billions of dollars a year for reasons that include inefficiency, misunderstandings, and workplace conflicts among others. As reported in a September 2007 paper in the *IDC Analyst Connection*:

...while email continues to be the most widely used collaboration tool, it doesn't do a good job of enabling people to manage project activities or business workflows, or to keep other people accountable for being up to date and participating in a collaboration.

The Solution:

Moving Project and Task Workflow from Email to Web-Based Projects and Task Management Software Services

Project Defined

Although many think of software development when the word "project" is used, in fact projects are what everyone who has ever participated in planning and implementing a marketing campaign or department newsletter or company move has done. Indeed, projects need not be large endeavors; according to productivity consultant David Allen, a project is anything that requires completing more than one action to achieve an outcome. By that definition, most employees are involved in projects every day.

"Fixing" Email

Articles that deal with the problems of email are abundant, and suggestions for mitigation range from the institution of "no email" Fridays, a sort of "if we don't use it, it can't hurt us" solution, to costly IT upgrades and patches. However, few suggest that many problems would be solved by simply not using email for certain functions. Clearly, while the technology "fixes" might improve your email system, in the long run they will have little effect on your workflow productivity.

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Collaboration Defined

“...where two or more people work together toward a common goal—typically an intellectual endeavor that is creative in nature—by sharing knowledge, learning and building consensus.”

Wikipedia



Web 2.0 Emerges

“Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform...”

Tim O’Reilly,
“Web 2.0 Compact Definition:
Trying Again,”
O’Reilly Radar,
Dec. 10, 2006

Who Benefits from Collaboration Software?

“Realize that ‘project management’ isn’t just for big business. You’re managing projects all the time—even if you don’t think of it that way. Anything requiring multiple steps and multiple people is a project.”

Daniel Kehrer,
“Software, services ease
project management,”
Arizona Business Gazette,
Oct. 25, 2007

Collaboration Software

The Wikipedia definition of collaborative interactions states that “...real collaboration technologies deliver the functionality for many participants to augment a common deliverable. Record or document management, threaded discussions, audit history, and other mechanisms designed to capture the efforts of many into a managed content environment are typical of collaboration technologies.”

Collaborative tools have a long association with computers. They can be traced back to PLATO, a computerized learning system built by the University of Illinois in the early 1960s. Over the years PLATO pioneered many of the social network concepts taken for granted today, including online forums and message boards, chat rooms, instant messaging, and remote screen sharing. From mainframe to PCs, collaborative tools have been incorporated into each generation of computer software.

In 2004 O’Reilly & Associates sponsored the first Web 2.0 conference, which popularized the term Web 2.0. It was an attempt to describe changes in the ways that the Internet was being used, both by software developers and end-users of the new hosted services. Software had gone from the old floppy disks, CDs, and downloads to browser-based applications and services available online, hosted by the companies that developed them. A major component of this new generation was, and is, the ability to share and collaborate between users, as on social-networking sites and wikis.

The move to online applications offered another benefit, a new architecture of participation that encouraged user input. This was a major change from previous applications, where access was based on a hierarchy of permissions. These traditional solutions required extensive training and lacked the flexibility of the Web 2.0 applications that followed.

Originally known as groupware, they encompassed tools to facilitate and manage group activities, including workflow systems and project and knowledge management systems. The development of the wiki in 1994 by Ward Cunningham further laid the groundwork for today’s web-based collaborative software, as it easily allowed documents to be written by teams.

Important Benefits

The main reason projects are over budget and miss their deadlines is lack of clear, concise communication, creating many business problems and wasting time and money. When companies move away from using email as their main planning tool, and their business-critical data are no longer scattered within multiple email inboxes and network hard drives, they are able to realize a number of important benefits, including:

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- Improved and effective communications
- Increased productivity
- Data security
- Improved staff participation
- Staff accountability
- No more document versioning issues

Protect Your Workflow from Email Overload

“A business user in the United States sends and receives, on average, 171 e-mails a day, and that volume is expected to double by 2010, according to the Radicati Group, a research firm.”

J. Nicholas Hoover,
“The Problems with Email,”
Information Week,
Jan. 20, 2007

Email Problems Not Going Away

“By 2009, workers will spend 41 percent of their time reading and responding to e-mails, according to market research firm Radicati Group.”

Tory Johnson,
“Ready for an E-Mail Diet?”
ABC News
July 26, 2007

Benefits of New Generation Collaboration Software

The benefits of the new generation of web-based collaboration software are extensive, not the least of which are ease of use and lower cost than the older, more complex solutions. Because they are accessed online and the software is hosted by the providers, there are usually no maintenance issues and therefore little or no IT involvement. In addition, as they are available anywhere Internet access is available, team members do not have the specific physical location and computer system limitations found with traditional project management software. Work teams are freed up to work together no matter where they are located, while an atmosphere of collaboration is encouraged.

Benefits of Web-Based Solutions

- 1 Easy to use
- 2 Low cost
- 3 Little or no IT involvement
- 4 Secure system
- 5 Minimal training needed
- 6 No certification required
- 7 Available anytime, anywhere
- 8 Persistent space for documents/discussions
- 9 Easy collaboration with team members
- 10 Easy to invite outside participants

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Email and Workplace Stress

“E-mail is the thing that now causes the most problems in our working lives.”

Karen Renaud,
Glasgow University,
from “Workers ‘stressed out’
by e-mails,”
BBC News,
Aug. 13, 2007

What to Look for in a Solution Provider

The company looking to improve its workflow and productivity should look for a software solution that offers features that provide all of the benefits listed above. Ideally these would all be available in a single web-based application, one not requiring add-ons to provide functionality. While there are free to practically no-cost products out there, most of them do not provide the capabilities needed by most companies.

Most software companies operating in the project or collaboration Web 2.0 arena provide some of the following features in their software, but few provide them in one application. Many separate the functions into separate packages, requiring companies to buy more than one package to gain the functionality they are looking for. Prospective customers should look for and expect the features discussed below if they expect to gain the most value from their investment in terms of improved communications and increased productivity.

Important Features for Optimum Results

- **Centralized interactive location**—all team members working on a project know exactly where to go for assignments, direction, and project data
- **Flexible, open framework**—streamlines the process of building on each other’s work in order to make informed decisions
- **Visibility**—everything associated with the project—files, comments, document versions, updates, and supporting documentation—is always visible and available to all members of the task and project teams
- **Ease of use**—staff at all levels will find it as easy to use as email, while its clear advantages will greatly diminish or eliminate the stress associated with traditional project management, meetings, and email copying and forwarding confusion
- **Real-time project status**—keeps everyone on track, on time, and on budget
- **Maintenance-free solution**—no IT resources needed
- **Low cost**—no costly servers to maintain

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A Better Way to Work

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

~ Andrew Carnegie

The PlanDone Advantage

StratAssemble’s PlanDone software provides outstanding, innovative web-based project and detail management services in a very simple format that is easy to use at all levels of an organization. Its single-package solution transforms online planning, corporate communications and detail management by providing the following advantages:

- **Project page**—lists objectives, scope and deliverables, risks, issues, assumptions, estimations and deliverables with goals
- **My tasks page**—lists shared tasks with other task team members; tracks both individual and project progress and hours; real-time individual task progress bars replace static Gantt charts
- **Task action steps**—clear action steps to complete each project can be added, edited, deleted and reordered; time spent on each action step can be recorded for timesheet reports
- **MyTop10**—a priority ranking system designed to remove guesswork from daily planning and improve productivity
- **Structured wiki**—allows easy editing plus version tracking
- **Recent changes**—date/time stamp changes; identifies staff changes
- **Custom instant message system**—offers real-time chats that are date/time stamped and can be saved for future reference
- **Private page sharing with external members**—visitors have restricted access but can fully edit the collaboration area
- **Comments section**—each project, task and staff member has a comment area in blog format; all comments are date/time stamped
- **Attachments**—key files can be uploaded to projects and tasks in the associated Related Files pages
- **Page change or comment notifications**—team members can be notified of page changes or comments to a task or project via the MyTasks page, email or text messaging
- **Staff page**—records pertinent information for each staff member, including last login and activity; enables staff members to align personal with organizational goals, record upcoming time off for vacation or sick leave, or upload staff photo; staff access can be disabled to restrict login and retain knowledgebase
- **Real-time vacation notification**—project and task teams are notified of time off conflicts that may affect project deadlines
- **Presence and status of team members**—ability to determine which team members are available for contact

Unlike most other software, there are many ways to use PlanDone because it supports both individual styles and team methods rather than forcing all to conform to a single, rigid system. Customers report they use their time more effectively, and that as their business climates change they can adapt much more quickly than their competition because the miscommunication has been eliminated. StratAssemble’s PlanDone simply provides projects and the people behind them the best opportunity to succeed.





About the Company

At StratAssemble, our motto is “Work smarter. Live happier!” We believe in team creativity and sharing ideas, and are passionate about the collaborative process. Our purpose is to enable and inspire our customers to better manage their knowledgebases and workforces by providing a simple, open platform where every staff member can assemble, participate and contribute—revolutionizing corporate communications and strategic planning in the process. StratAssemble’s PlanDone gives everyone a better way to collaborate.

StratAssemble is headquartered in Petaluma, California. For more information, please call 707-338-9690 or visit our website.

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