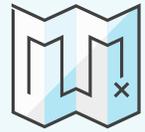# PartnerHero simplifies global project management by investing in data

An innovative force in distributed team management uses radical transparency around productivity and project management KPIs to inspire stronger connections between customers and partner teams.

AppInsights

AppInsights

PartnerHero simplifies global project management by investing in data

An innovative force in distributed team management uses radical transparency around productivity and project management KPIs to inspire stronger connections between customers and partner teams.

Challenge

Since 2014, PartnerHero has been redefining what it means to "outsource". While distributed workforces are not a new concept, the PartnerHero team has been innovating on this model, using modern tools and infrastructure to bring distributed teams together in a way that makes them just as efficient as if they were working at neighboring desks.

PartnerHero's "functional operations" teams are formed in economically distressed areas like Honduras, but are offered full health benefits, higher wages, and comprehensive training around the culture and values of the company they'll be paired with. "We match technically enabled companies with capable college grads throughout the world who wouldn't have access to the same kinds of opportunities locally," shares PartnerHero's Director of User Experience Andrew Love.

While modern communication technologies have made it easy for PartnerHero customers to share basic project requirements with their remote teams, it was a challenge to get an accurate sense of productivity and project completion both internally and with clients. **"We thought to ourselves: 'what data visualization tool is going to help PartnerHero customers feel confident that the partnership we've created is a successful one?'" explains Andrew.** Furthermore, what tool could then make these KPIs available to the teams that generate them for educational and motivational purposes? Enter AppInsights...

EXECUTIVE SUMMARY

PartnerHero

COMPANY NAME: PartnerHero
INDUSTRY: Employee Operations
LOCATION: San Francisco, California, USA
ROLE: Director of User Experience

CHALLENGE
› No consistent or scalable method for sharing productivity and project completion metrics between customers and partner teams
› Limited visibility around team performance KPIs made it difficult to confirm effectiveness of new partnerships

SOLUTION
› AppInsights custom API facilitated connection to regional micro-services used by partner teams
› Google Sheet integration converted spreadsheet data into compelling visualizations
› AppInsights white label solution offers unique dashboard experience for each PartnerHero customer

RESULTS
› Partner team performance improvements are more rapid and educated by real-time customer feedback
› Project management metrics acts as a common language between globally distributed parties
› Data transparency motivates partner teams to strive for new levels of productivity

Solution

Andrew and his colleagues' key priority for their AppInsights deployment was finding an efficient method for surfacing team performance KPIs from the regional service(s) used to manage their teams. While out-of-the-box AppInsights integrations were not available for these niche tools, the flexibility of AppInsights' API has made it possible for PartnerHero to create custom data connections for each deployed team. "We run our teams through micro-services, and the AppInsights API allows us to either Push or Fetch the data that's spit out from these micro-services," explains Andrew.

PartnerHero's distributed teams also have several processes designed around the use of Google Sheets — i.e. data entry for project milestone tracking, recording team member hours, etc. **AppInsights' Google Sheet integration empowers PartnerHero team leads to connect directly to their Google Sheet data-sets. Rather than having to use a separate suite of tools, AppInsights allows them to surface these manually recorded team KPIs using an eye-catching library of real-time visualizations.** This piece of automation saves time for the team without disrupting existing management structure.

> *"Thanks to AppInsights, metrics have become a common language between both parties. Rather than basing decisions off of a feeling or instinct that somebody might have regarding team performance, every conversation comes back to the data."*

ANDREW LOVE
DIRECTOR OF USER EXPERIENCE
PARTNERHERO

Finally, to best suit PartnerHero's requirements for a client-facing dashboard tool, the AppInsights white-label solution was deployed. Via the AppInsights client management interface, PartnerHero can spin up new dashboard environments on the fly, working off of pre-existing templates or starting fresh. Client dashboard accounts are fully partitioned, with unique data streams, grid resolution, and styling — the experience can be tailored from top to bottom to fit the interaction that PartnerHero has structured between their customers, partner teams, and the project management KPIs that drive success.

Results

The instant boot-up of PartnerHero's client-facing dashboards has had an immediate impact on both PartnerHero customers and their distributed teams. With a healthy, real-time feedback loop for project completion, Andrew explains that "we can get better faster". Rather than hiccups in progress remaining hidden from view, both parties can access their data through the same medium, ensuring that there are no surprises for anyone.

Thanks to this shared data experience, KPIs have become a catalyst for deeper conversations and project planning between PartnerHero customers and their remote teams. "Thanks to AppInsights, metrics have become a

CASE STUDY

common language between both parties. Rather than basing decisions off of a feeling or instinct that somebody might have regarding team performance, every conversation comes back to the data," shares Andrew.

The availability of team productivity metrics has also driven social accountability within PartnerHero's distributed teams, acting as a basis for conversations around efficiency. Paychecks are based off of clock-in / clock-out times, so AppInsights visualizations have been deployed to surface this data for all to see. This commitment towards radical transparency has brought a healthy intensity to project completion. PartnerHero's trained teams are eager and excited to generate pleasing productivity numbers for PartnerHero customers to see on their dashboards.

CASE STUDY

Looking ahead, Andrew and team are confident that the scalability of AppInsights' white-label solution positions them for further success in motivating data-driven communication between customers and remote teams. "The ultimate goal is a one-to-one relationship between an AppInsights dashboard and each of PartnerHero's distributed employees," says Andrew. With this level of granularity, PartnerHero customers can feel confident that all of their partnered teams are making tangible contributions with clear accountability at the employee level.

ABOUT APPINSIGHTS

AppInsights is a real-time business dashboard application that empowers companies of all types to more directly engage with the core KPIs – including sales, marketing, project management, analytics, and more – that directly impact their success. The AppInsights platform consolidates key data sources, transforms them into beautiful visualizations, and distributes them via a cloud-based application, all without requiring a single line of code.

AppInsights combines performance, automation, security, and design, appealing to customers like Cisco, GameStop, Intuit, Hootsuite, Lending Club, Red Bull, and many others across the globe.

LEARN MORE

Contact an AppInsights sales representative by emailing **info@appinsights.com** or visit **www.appinsights.com**.

650 California Street, 25th Floor
San Francisco, CA 94108
(877) 404-2777