

Bryte Driving
your e-business

**We have improved our
productivity and it helps us
manage our international
projects.**

About Bryte:

We are an international digital marketing agency, specializing in the comprehensive development and management of online stores.

We provide our clients with our expertise and enthusiasm to create a sales channel for their business:

Industry: Marketing and advertising

Region: Spain

Company size: 11 - 50 employees

WorkMeter Products: [Project management software.](#)

The challenge

Bryte is a company with a long history and a diverse client portfolio that hires them for various projects.

For the company, being able to accurately measure the time invested in each project is essential for efficient resource management. Therefore, Bryte had always worked with time tracking systems, but they were aware that these manual recording systems did not provide a real-time view of the hours worked on each project.

Furthermore, since it wasn't an automatic data collection process, the information obtained didn't accurately reflect the efforts and hours dedicated to the many projects managed by the company, leading to serious planning problems and erroneous estimates of resource workload.

A woman with long dark hair, wearing a white t-shirt and jeans, stands in a meeting room pointing at a whiteboard. The whiteboard is covered with numerous colorful sticky notes (pink, yellow, orange) arranged in clusters. In the foreground, the back of a person's head and shoulders are visible, looking towards the whiteboard. A laptop is open on a table in the foreground.

Bryte needed to be able to unequivocally measure the time invested in each project in order to carry out efficient resource management.

The solution

Bryte needed to find a tool capable of automatically and objectively measuring the hours dedicated per project and evaluating the workload of its employees, all in order to optimize planning and understand the resource needs associated with each project at any given time.

They decided to implement WorkMeter's project management software in the project development department, whose main functions include designing, developing, and implementing web applications.

A tool capable of automatically and objectively measuring the hours dedicated per project and evaluating the workload of its employees.



They have obtained quantitative and qualitative results that contribute to improving corporate outcomes and the productivity of the company.

Three months after implementing the WorkMeter project management software, Bryte believes that they have not only effectively solved the problem they initially identified but also achieved quantitative and qualitative results that contribute to improving corporate outcomes and productivity.

"The improvements achieved through WorkMeter's software have enabled us to achieve a 30% increase in the productivity of the development department."

Now, a comprehensive record of all hours worked on each project can be kept, improving the company's resource management.

It has been possible to do away with unproductive tools, promote the use of more productive ones, and consequently, derive greater value from the investments made in them.

It has been possible to do away with unproductive tools and enhance the use of those that are more effective.



The project management software has significantly improved time management and is perceived by employees as a determining factor, as they now have a tool that allows them to manage their own work individually and flexibly.

"WorkMeter's software has fostered the work environment, promoted telecommuting initiatives, and flexible hours, facilitating project execution, which is now faster and more efficient."

+30%
productivity

Project
management

Increased
results

Discover everything that WorkMeter can do for your organization.

Try it for free for 15 days

