



Success Story

American Society of Interior Designers Improves Collaboration and Project Management with TheBrain



“Our projects have so many variables and moving parts, that the ability to get the big picture is critical. TheBrain enables us to see key relationships and connections, giving us the complete business context so we can execute more effectively.”

Troy Adkins, Vice President ASID

Background

The American Society of Interior Designers (ASID) is the oldest, largest and leading professional organization for interior designers. Its 30,000 members engage in a variety of professional programs and activities through a network of 48 chapters across the United States and Canada that promote and celebrate the power of design to positively change people’s lives.

The Challenge

ASID has multiple divisions and dispersed groups of professionals who need to work together on complex projects and nationwide events. Sharing relevant information across business units and making people aware of all the variables and layers of each project was a challenge. Projects were managed with Excel spreadsheets and other Office products. However, current applications limited the way content could be organized and people were missing relevant information. Critical information was being overlooked as a result of the simplistic and linear categorization these applications offered. Adkins notes, “We tried unsuccessfully to track each project and its connections through typical office software but that proved too linear for our business dynamics.” Additionally, information wasn’t being used or leveraged as often as it should because of this presentation.



ABOUT ASID

The American Society of Interior Designers (ASID) is a community of people — designers, industry representatives, educators and students — committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, ASID strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people’s lives.

<http://www.asid.org/>

Industry

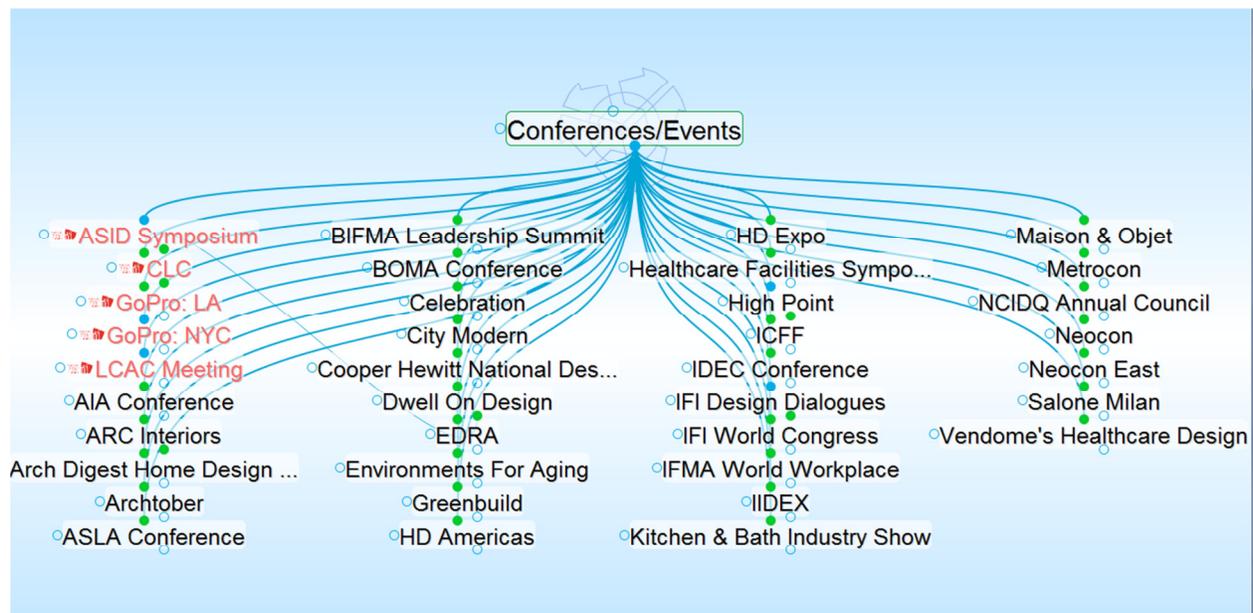
Interior Design, Construction and Creative Planning

TheBrain Products Used:

TheBrain Desktop
TeamBrain Services

The Solution

Troy Adkins and his team began organizing their projects with TheBrain. “The Brain allowed us to create Thoughts for all key topics and showed us all of the myriad connections for each of our projects. Now when any staff member clicks on any connection in our project tracking Brain, they can see everything about that project at once,” Adkins notes. With a simple drag and drop all relevant files and Web pages were added. Now key topics and events can be easily cross referenced and organized under multiple categories. “It was amazing how easy it was to organize things and capture key project dimensions. With TheBrain’s visual links you can make as many connections as you need,” Adkins remembers.



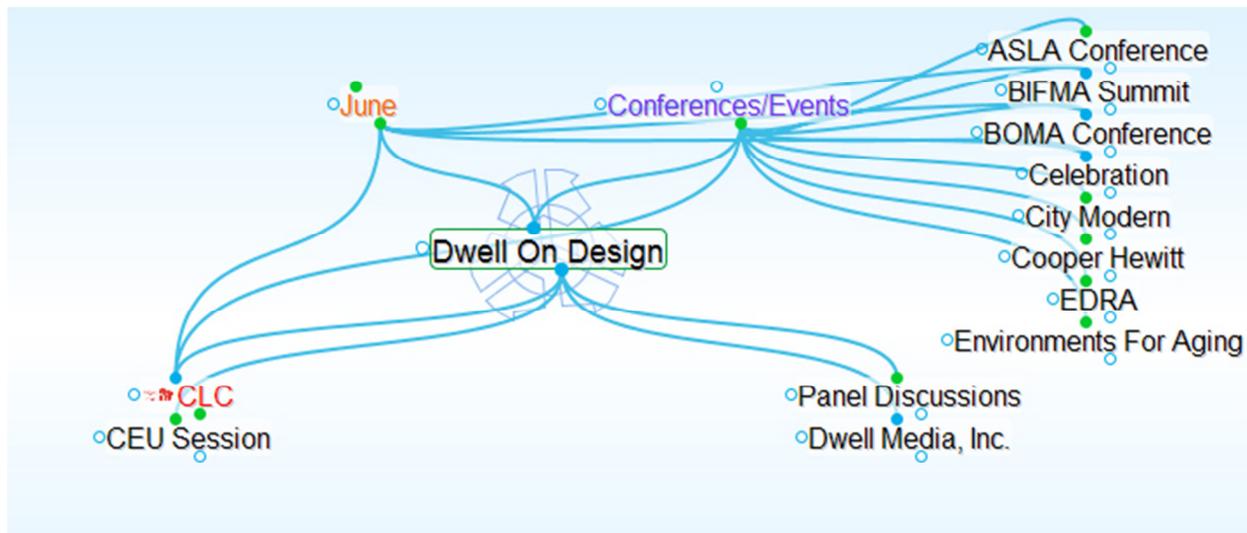
In addition to organizing large information sets in TheBrain desktop software, ASID utilized TeamBrain Services to share information across their geographically dispersed teams. TeamBrain Services enables each Brain and any new addition to be synchronized across multiple users' desktops. Each user can build on an idea from someone else and improve the overall project. Moreover, ASID members now gain secure and easy access to their Brain online in the cloud. Users can access their Brains from any machine at any time.

“Before TeamBrain Services, sharing information was done through email, phone calls and extra meetings. Now we save time because information and idea exchange happens instantly.”

Troy Adkins, Vice President ASID

The Results

The combination of TheBrain Desktop and TeamBrain Services improved access to ASID's information and enabled more effective project management. ASID business units now have the ability to share critical information and as a result work together more effectively. Insight and productivity has increased because everyone has a better understanding of what's going on. Adkins adds, **"Now everyone on staff can visualize not only their place within a project but also where and how each project stakeholder is connected.** For example, we can show every event we're hosting in any month. One click to a specific event reveals an education workshop hosted during an upcoming conference. Also linked to the conference are key media partners attending the show, the name of the show management company, and the city where the conference will be held. Because each of these single items is part of a larger Thought, they each have their own connections to other conferences throughout the year."



Information is now discovered that would have otherwise been overlooked. With TheBrain and TeamBrain Services ASID has moved beyond linear information organization to gaining a comprehensive view of their projects, people and events.

About TheBrain Technologies

TheBrain Technologies is a leading provider of comprehensive knowledge management applications. Over half of all Fortune 100s use TheBrain. The software has been downloaded by over one million users.

Contact

For more information, visit <http://www.thebrain.com> or email info@thebrain.com.