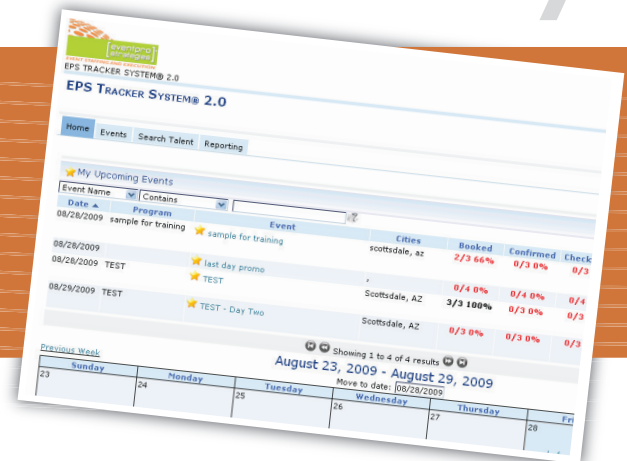




# Case Study

*"With WorkXpress, we've gotten everything we asked for at a fraction of the cost of traditional software solutions and in less than two months. We expect a full return on our investment in under 60 days."*

*- Eric Kaufman, EventPro Strategies COO*



## Need

EPS needed to consolidate the hundreds of spreadsheets and e-mails they handled daily into a comprehensive event planning and execution software platform.

## Solution

WorkXpress created five portals allowing application access anywhere and consolidated and automated workflow to ensure event execution organization.

## Success

EPS was able to begin using their software less than 2 months from the first build day and expects 80% productivity gains with their new event management platform.

## EventPro Strategies Completes their Customized Software Implementation in Under Two Months

EventPro Strategies (EPS), headquartered in Scottsdale, Arizona, is the premiere full service event staffing and execution agency in the industry offering clients in-the-field strategy, expertise, innovation, and measurement, at an unsurpassed value.

For more than a year, EPS searched for a customized software solution to consolidate their hundreds of event detailing spreadsheets and thousands of talent and client e-mails. After a few months, it became evident to the company's chief operating officer, Eric Kaufman, that to consolidate all of their desired workflow processes into a new custom software solution using the traditional development method would be impossible due to the expense.

Eric Kaufman said, "Months before we found WorkXpress, every process we desired to be automated or moved to an online portal was handled as a one off solution. At that point, the only way we thought we could achieve our goal for an ideal software solution was to hire multiple coders and web developers to first build the software, and then make the necessary adjustments. After two to three months of back and forth negotiations, we realized it would be impossible using this route due to the huge financial cost. It would have taken at least nine to twelve months to build!"

Over the following few months, EPS researched other options including a few platform as a service (PaaS) offerings. Unfortunately, with these solutions, they would have again needed additional developer time and expense to get everything they desired out of their event management software.

Kaufman continued, "The day before I signed with Caspio, I received an introductory tweet from Anna at WorkXpress. Intrigued, I held off my contract signing a few days to see a demo. After one meeting, I was sold. Here was a service that would save our company money, provide ALL of the functionality we needed and could be finished in a matter of weeks."



*"The value proposition of a 5GL\* Platform as a Service such as WorkXpress cannot be overstated, and will transform how businesses build and adopt software. Not only can these businesses build standard types of solutions in record time, but they can build much more automation than they ever previously would have thought possible. Our work with EPS is a perfect example of the potential."*

**- Treff LaPlante, WorkXpress President and CEO**



The EPS project took a total of five weeks to create the five portals; talent, client, staff, accounting, and management, and all related functionality. Only three additional weeks were then needed to fine-tune the software and train staff before implementation. The project completed on time and on budget, a relatively unusual reality in the world of customized software.

"On budget and on time, that's something not usually heard around the implementation of an entirely new and customized software build. Everyone including my CEO can't believe how much we have accomplished with WorkXpress in such a short time," said Kaufman. "The level of software capability we're getting is pretty amazing considering our budget."

The new cloud computing based software created for EPS will be the cornerstone of their business providing a range of capability including talent registration, event creation, event staffing, talent communication, event management, event accounting including online timesheets and reimbursement, and management reporting. It provides a centralized platform of real time information to EPS clients, talent, and staff positioning the company as the technological leader in the experiential marketing staffing industry.

Kaufman commented, "I'm sure other business owners can understand, we needed better organization, cleaner processes and a faster way to ensure our clients were successful without any issues. The new EPS Tracker System® 2.0 centralizes pre-event and post-event information while assisting both the client and EPS staff with event execution. Our mission is simple, 'Provide our clients with the data that they want and need at their fingertips.' With WorkXpress, we now have the piece of mind to take our business to the next level of world class service."

*\* 5GL - A fifth generation software language requires no programming and provides full visual control*

**About WorkXpress:** WorkXpress is the world's most functional PaaS (Platform as a Service) without programming. It provides more software and better features at a lower cost than its competitors. The platform offers non-programmers the ability to create limitless sophisticated business applications using five building blocks in an intuitive, drag and drop, point-and-click, secure, web-based environment. WorkXpress eliminates the need for coding, data modeling and database querying, while automating common systems administration tasks like maintenance or disaster recovery. These capabilities are all possible without purchase of additional hardware or software.

Additionally, WorkXpress offers full integrations with other applications and the latest web-based technologies; some examples include Skype, FedEx, Google Maps, currency conversions, Google language translation, FTP services, IMAP email services, and many more. New integrations can also be easily created on the WorkXpress platform.

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**[www.workxpress.com](http://www.workxpress.com)**

