



# functionfox Customer Profile

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## TimeFox is a winner

### ONE OF ALBERTA'S FASTEST-GROWING COMPANIES GETS TIME-TRACKING UNDER CONTROL

*Top Draw is one of Alberta, Canada's fastest-growing businesses. This full-service marketing and design firm, developing corporate and brand identities, promotional and print collateral, web-based applications, online solutions, dynamic database driven websites and multimedia presentations, was doing very well at very many facets of its business.*

The company wasn't very efficient, though, in one key area. "We couldn't begin the billing process without reviewing each project with our employees to determine how much time was spent on design and project management, which we bill at different rates," says Ken Jurina. "Our manual timesheets didn't capture that information. We often ended up not billing for all the time we spent on a project, and we wasted time because invoicing involved everyone on staff."

Top Draw recognized their need for a time management system and found a local company who would customize a software program. They found it a frustrating experience because with no experience in time-tracking, they didn't really know what features they needed. Top Draw's president had heard about TimeFox from an acquaintance and decided to look into it before going any further with the customized program.

"It appealed to us immediately when we found out that TimeFox had been originally designed for a graphic design company. The program had options and features that we didn't even know we needed!" says Ken. Top Draw was also attracted to TimeFox's cost effectiveness and web format. "It meant we could access it from the office, home, or at a meeting. And it had a stopwatch!"

One of the many benefits Top Draw experienced with TimeFox was the simplicity of learning the software. "It is very easy to find your way around, so it took very little time for employees to master it."

They were also impressed with the addition of new features at no additional cost. "How unusual to get better products and service – offered proactively – without an increase in fees!" says Jurina. "We requested a change to meet a specific need we had, and in a couple of days, TimeFox added it – and made it available to all clients!"

"TimeFox has totally changed our time-tracking, invoicing process, and our bottom line billing practices," says Ken. "Reviewing invoices and making adjustments now require minutes instead of wasted hours leafing through notepads, timesheets and folders."

Top Draw has found that they're more efficient, more accountable to clients, productivity has increased, and that time that used to get thrown into administrative tasks, which was actually spent on client projects, has been reduced.



"Before TimeFox, we did not bill for project management because it seemed we spent so little time on it. It was a shock to see some projects tally up 4, 5, or more hours of client communications, file preparation, proofing and project management. Our clients were very accepting of our need to charge for this time – especially since every minute is justifiable in our reports." Says Ken.

Top Draw has discovered unexpected benefits with TimeFox. At first, they didn't use the calendar-scheduling feature. When they started using it, they found it invaluable for scheduling meetings with several staff (they even have an employee called Board Room so the room gets booked along with the personnel), keeping track of employees comings and goings, and even scheduling meetings for employees when they are out of the office.

This fast-growing company is now set to move to the next level – and TimeFox will be right there, growing with them.

**"TIMEFOX HAS MADE OUR ENTIRE STAFF MORE EFFICIENT, HAS INCREASED OUR PRODUCTIVITY AND PROFITS AND MADE US MORE ACCOUNTABLE TO OUR CLIENTS. IT HAS BEEN A WIN-WIN SITUATION FOR EVERYONE INVOLVED!" SAYS KEN JURINA. ☺**

For more information on Top Draw, please visit [www.topdraw.com](http://www.topdraw.com) or email Ken at [info@topdraw.com](mailto:info@topdraw.com)

Contact us for information about how TimeFox can create a revolution in your business. Call Toll-Free 1.866.369.8463, or email [info@functionfox.com](mailto:info@functionfox.com)

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