



CASE STUDY:

HOW COVEO SAVED 1,000 HOURS A YEAR

BY REMOVING BARRIERS TO TEAM COLLABORATION



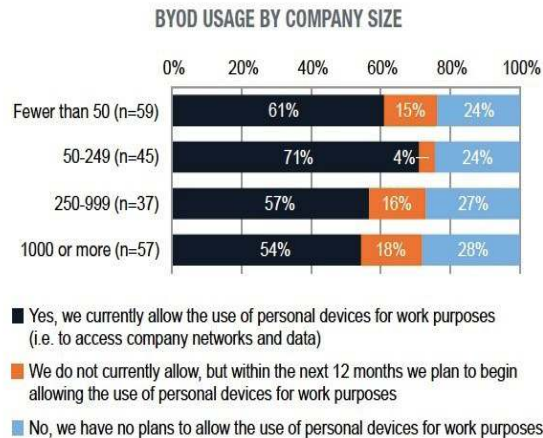
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THE PROBLEM

THE RISE OF SAAS SILOS



Source: Gartner Research

COLLABORATION IS MORE CHALLENGING THAN EVER

Cross-functional teams are the new ideal for the workplace. Businesses of all sizes are empowering their teams to self-organize and have adopted Bring Your Own Device (BYOD) policies to boost ownership and agility. By giving teams flexibility to define how they work, there are new obstacles to collaboration: the software they use...

80% of U.S. Enterprise businesses will have a BYOD / BYOA-friendly policy in 2018

—GARTNER RESEARCH



THE PROBLEM

THE RISE OF SAAS SILOS

“BRING YOUR OWN DEVICE” (BYOD) HAS EVOLVED

Teams of all sizes are moving to more flexible, service-oriented models of IT. The rise of “BYOD” in the workforce has evolved to “BYOA”--Bring Your Own Apps. Team members can now choose their own devices & software to work on based on preference and need. This has also led to a huge increase in the proliferation of SaaS tools used in business.

A new productivity tool won't solve this.

RECREATING THE SILO

Departments used to have work “siloesd” because they worked in physically different areas. Now teams create the same silos because departments work in different tools. Developers work in JIRA, marketers in Trello, & the operations teams in Asana or Wrike. Other teams use more specialized tools like Zendesk or Salesforce. It's difficult to get simple information from one tool to another. It's **impossible** to keep progress, conversations, attachments, and other vital information up to date between teams. Another productivity tool won't solve this. Something new is needed.

ABOUT COVEO & UNITO.IO

We watched the video & said 'Yeah, that's exactly the same problem we have!' About 15 minutes later we had created our sync.

--VINCENT, SCRUM MASTER @ COVEO

ABOUT COVEO

Coveo is an AI-powered search and relevance company, with more than 300 employees. They bring relevance to every interaction a business has with customers, partners, and employees through AI-driven insights. Recently positioned upper-rightmost in the [leader's quadrant of Gartner's Magic Quadrant for Insight Engines](#), Coveo improves customer, partner, and dealer engagement.

Coveo is in the midst of several cross-team marketing & development initiatives. The two teams had built very different processes, and they didn't mesh well. Matters came to a head when they realized they could no longer resolve their task planning & accountability via email or by hand.



about



ABOUT COVEO & UNITO.IO

ABOUT UNITO

Unito.io is the hub that powers collaboration across work management tools like Asana, GitHub, JIRA, Trello, Wrike, and more. By connecting these apps and syncing tasks, assignees, due dates, attachments, and more in both directions, Unito makes it easy to work in the tool you love & get more done.



Unito.io is the perfect way to collaborate across tools. More than a simple transfer or automated copy & paste, Unito's powerful filters allow you to build advanced workflows:

- Share a report of only relevant issues
- Collaborate with other teams natively
- Manage a backlog of issues from dev to marketing.
- Build a bird's eye view of a project across teams
- ...and almost anything else you can imagine.

about

THE SOLUTION COVEO & UNITO.IO

I got 3 emails on the same day from different team leads with scheduling and delivery problems due to lack of coordination.

—GAUTIER, INTERACTIVE DIRECTOR @ COVEO

THE TOOL WAR

Coveo uses Asana and JIRA to manage different teams. Each team likes their tool of choice and resisted the idea of moving to another tool. That's the classic setup for the "tool war" that many organizations experience.

"Asana is a much simpler tool [than JIRA]. It has a nicer UX and it is easier to get started using. Most of the marketing team is familiar with Asana and likes it as a planning tool. The team took a look at JIRA and was just not excited by it. It's too complex."

-- Samantha, Sr. Content Manager @ Coveo

"I've used JIRA for years at my last job, and when it came time to start measuring and forecasting work more accurately for the web team at Coveo, I wanted those estimation tools, the reporting, and the velocity measurement & customization options. The whole [dev team] loved JIRA's features, but then we weren't on the same tools stack as everyone else."

-- Vincent, Scrum Master @ Coveo

THE SOLUTION COVEO & UNITO.IO

“It was a mess!” said Gautier, Interactive Director at Coveo. “I got 3 emails the same day from different team members who had experienced scheduling and delivery problems due to lack of coordination. Then I got a call from the head of marketing, ‘I don’t care how, but you need to fix this.’”

The only way to fix things was to connect the tools together.

--GAUTIER, INTERACTIVE DIRECTOR @ COVEO

FINDING THE SOLUTION

With urgency and a mission to integrate the two tools, the Coveo team looked for a solution. They turned to well-known cloud automation tool Zapier to connect JIRA and Asana. They spent over 20 hours trying to configure Zapier to pass comments, assignees, due dates, and statuses.

“In the end,” said Gautier, “we just weren’t able to make it work. Zapier is a great tool and I use it a lot, but it’s not the right tool for this job. The only way to fix things was to connect the tools together.”

THE SOLUTION COVEO & UNITO.IO

THE GAP IN THE TOOLS YOU KNOW

Tools like Zapier, If This Then That (IFTTT) and Microsoft Flow are all designed to solve a broad spectrum of automation tasks well. They take simple rules and perform linear actions. They have unlocked information flow between different apps for millions of users.

Tools such as Dell's Boomi or Informatica are large, speciality tools. They have complex setup, higher maintenance requirements, a steep learning curve, and longer development / onboarding times. With the right setup, they can do almost anything, but the resource requirements can be too high for many teams.

By connecting [Asana & JIRA] Unito has definitely increased our ability to collaborate.

--SAMANTHA, SR. CONTENT MANAGER @ COVEO

solution



THE SOLUTION COVEO & UNITO.IO

A NEW SPACE BETWEEN SIMPLE AUTOMATION & ENTERPRISE INTEGRATION

Between those two is a new class of app. An app that dives into a narrow niche and integrates with tools & data in that niche. It brings the ease of tools like Zapier and IFTTT to complicated integrations. Unito is that app. Focused on work management tools. Unito unlocks the content from a task or work tracking tool to share it across teams and into any tools. We focus on simplicity of use and depth of the integration. As customers like Coveo can attest, when you need to connect two work management tools together, it's hard to get a better tool to solve the problem.





THE SOLUTION COVEO & UNITO.IO



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I WANT TO SYNC

Trello	Asana	Wrike	GitHub	JIRA

WITH

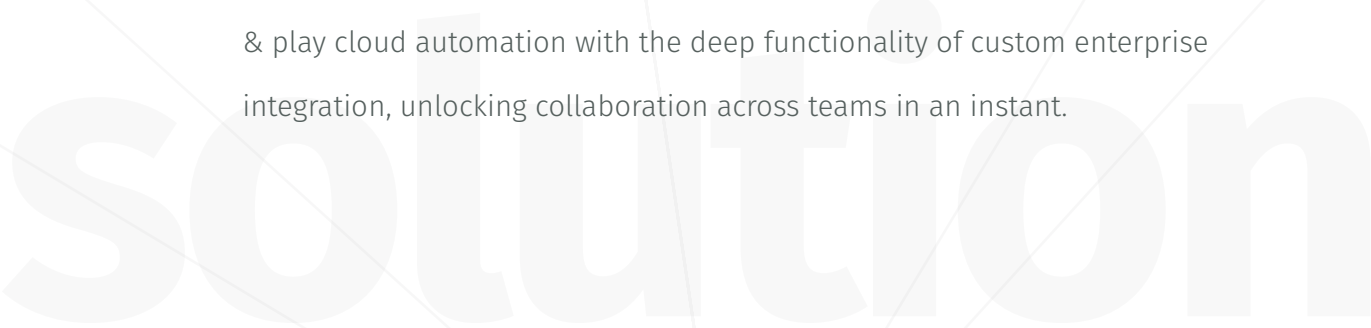
Trello	Asana	Wrike	GitHub	JIRA

Sync your teams

Unito syncs your project management apps so no-one is left out of the loop

A NEW OPPORTUNITY FOR TEAMS TO WORK TOGETHER

Unito takes the information inside tools like Asana & JIRA and renders it tool-agnostic. It's very similar to a virtual machine for work, allowing teams to collaborate on the fundamental of unit of work: **the task**. When teams don't need to concern themselves with the details of what tool a teammate is using, the benefits are immediate. Unito combine the simplicity of plug & play cloud automation with the deep functionality of custom enterprise integration, unlocking collaboration across teams in an instant.

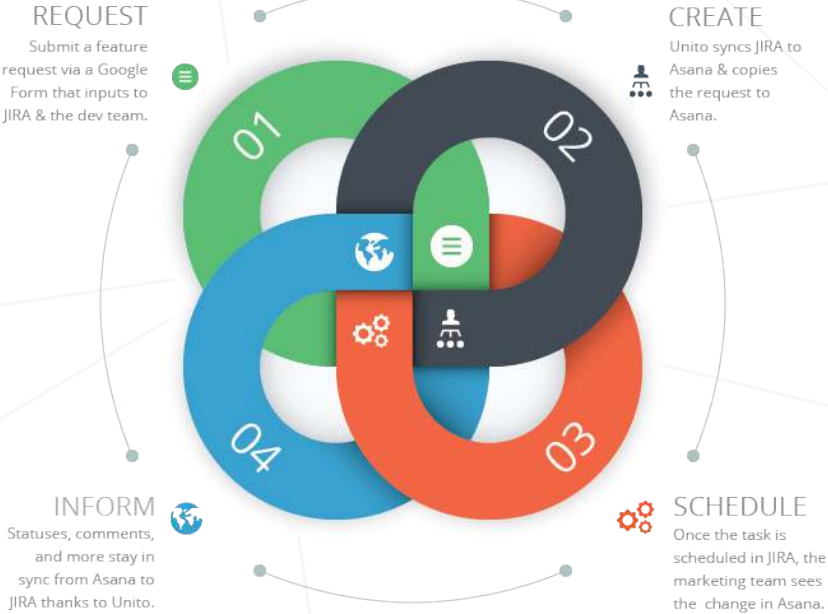




THE SOLUTION COVEO & UNITO.IO

SYNCING TOOLS WITH UNITO

With a quick setup, the team at Coveo had created their first sync to bridge the gap between the two teams. The principle workflow was pretty simple:



With Unito’s basic sync in place, Coveo already achieved their key goal. Changes made in one tool were available in the other. This setup required very little customization of the sync beyond the defaults, and only took 15 minutes.

Solution

THE SOLUTION COVEO & UNITO.IO

Coveo saw the value of Unito immediately. Project managers and team members at Coveo saw a huge time savings: about 4 hours a week for each of the main project managers. They reduced status meetings and eliminated double entry work. There was no need for a team member or PM to check Asana and JIRA to see if they'd missed an important update.

Coveo upper management engaged in more tasks & knew more about ongoing projects because of the sync. Asana lets users "watch" all tasks in a project, but in JIRA it's difficult to configure that functionality. By watching JIRA issues synced into Asana, they had a single source of truth for what their teams worked on daily.

We saved 12+ hours a week with Unito & got better engagement from the C-suite. You can work the math out pretty easy, and Unito is a great bargain. **—GAUTIER, INTERACTIVE DIRECTOR @ COVEO**

NEXT STEPS FOR COVEO & UNITO.IO

DOUBLING DOWN ON WHAT WORKS

The simplicity of Unito helped Coveo start with almost no delay. That simplicity was key in the success of their team collaboration. But they've hardly touched their syncs from the initial set up. Vincent admits that tweaking their syncs beyond this first setup could improve collaboration.

We haven't explored the advanced options that Unito offers, really, because we were so happy when we got the sync working that we kind of stopped.

--VINCENT, SCRUM MASTER @

"We haven't explored the advanced options that Unito offers, really, because we were so happy when we got the sync working that we kind of stopped," said Vincent. "A lot of what gets synced over to Asana is probably not as useful as we would like. Filtering by tags & states would really make sure that we're only bringing over tasks that need it & avoiding filling up our marketing teams' Asana boards with items that they don't need to see."

next



NEXT STEPS FOR COVEO & UNITO.IO

Unito makes building filtering and workflows a snap for anyone with its simple interface. Many customers like Coveo are happy with the defaults that we present, but most customers could benefit from taking advantage of a 20-minute setup call to get advice on how to fully customize their sync. With some more customization, Unito might be an even better fit for Coveo's teams. For example, they could filter out tasks from Asana until they enter development, or until they're tagged as "Marketing Review" in JIRA.

Going beyond the basics of syncing, Unito gives employees with no technical or development knowledge the ability to build custom workflows that unlock new kinds of collaboration across teams. By serving as the glue that binds different teams together, Unito removes friction from multi-department projects, makes it less risky to try new tools, and increases the agility of teams of all sizes.

next



TRY UNITO FREE TODAY



WANT TO KNOW MORE?

More than 13,000 companies like Coveo have tried out Unito and learned how to get their teams working better together. Try it free today.

WORK BETTER. TOGETHER.

TRY IT FREE



DRU MARTIN
SENIOR DEVELOPER

Unito helps us keep our Design, Development and Marketing teams in sync and on task.



JEFF SCHAAP
SENIOR VIDEOGRAPHER

I nearly cried when I found Unito. I shouted "THIS IS IIIIIIIITTTTT!"



STEVE CRAIG
COFOUNDER

Unito syncs comms between ops & dev teams, leaving us a very tidy process flow!



GLENN HARTSHORN
PROGRAM MANAGER

This is saving us hours of lost time, and providing greater interdepartmental visibility. I highly recommend Unito.



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