

In-Form Design Services pushes fresh, energetic design over Huddle

York-based In-Form Design Services specialises in creating all types of corporate design, from signage, to point-of-sale materials such as banners, corporate identity design and a host of other design functions. The company services clients based in the North of England, ranging from small to large companies, universities and established and emerging businesses.

In-Form turned to collaboration software as an advantage for client service. In-Form found Huddle to be easy-to-use, accessible from anywhere, and enabled the sharing of documentation without relying on emailing attachments to large groups of people.

Gavin Lewis, creative director at In-Form says: "When in the midst of a design project, proofs and drafts would be flying around huge teams via email. It was becoming a nightmare to keep track of, and most email systems have limits on the size of attachments, which is bad news for imagery work. We often use huge files in design."

In-Form says that the team hoped a collaboration technology would bring an important side-benefit: adding focus to a project and a sense of being a part of the team.

In the past, without any collaboration, disparate elements and staff would be working with clients located across the globe and the sense of 'team belonging' could get lost. In creative work this matters for the level of service clients expect and deserve.

Gavin continues, "Impartiality is also a concern when managing collaborations between teams within large organisations. People only need to see the info they need, and no more. We found that this was easier

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Gavin Lewis, In-Form Design



<http://www.In-Form-Design.co.uk>

to achieve with Huddle, as opposed to using collaborative tools that were already tied to one organisation's technological infrastructure."

In-Form says it uses Huddle in a number of ways both internally and externally for the benefit of its clients, including:

- simple document storage
- project information management
- using Huddle as an electronic learning environment – using the workspaces to manage information to facilitate the journey of participants in executive learning programmes

Huddle has also changed working practices within the organisation since adoption. "Amongst other things, it saves the time spent searching inboxes for documents and allows us to know if and when members of project teams have actually viewed the documents," says Gavin.

Huddle's biggest business benefit for In-Form is that it allows the team to chart the progress of projects and administer project information and levels of participation with more certainty and clarity.

Gavin concludes: "Huddle brings focus and its simple-to-use document storage structure can be used to intuitively enhance the journey through a project or programme."

In-Form says Huddle was selected over competitive solutions because "we like the interface, its support, and the fact that users can get the full benefit from Huddle without us needing to add them to a domain or do any complex IT tasks."