ProductPlan

AccuLynx Finds Efficiency in Simplicity with ProductPlan

Challenge

AccuLynx's new and expanding product team was launching ambitious initiatives, creating opportunities for growth and improvement. As early processes developed, team members were challenged to align team objectives with company goals. With many initiatives in motion, establishing progress was difficult but essential.

Solution

The AccuLynx team recognized that a centralized product management tool would solve their challenge of communicating strategy and progress. The ideal tool would provide a clear picture of AccuLynx's organizational direction and help teams accordingly plan their individual initiatives. Further, AccuLynx sought a tool without complex UI and functionality, so as not to distract from core strategic initiatives. After evaluating several product management platforms, the organization identified ProductPlan as its ideal solution – a simple and effective tool for high-level planning.

Key Results

- All AccuLynx team members create and maintain roadmaps in ProductPlan; they enjoy straightforward implementation and platform usage.

- AccuLynx is now centered on strategy; everyone has a clear view of organizational purpose and direction.

- ProductPlan has improved accountability and transparency in teams' progress toward company objectives by assigning ownership of initiatives.

Company

About: AccuLynx is the roofing industry's first cloud-based software application designed to help contractors manage and grow their business.

Headquartered: Beloit, Wisconsin

Size: 180 employees

Founded: 2008

ProductPlan sees the world at a 50,000 foot perspective…it helps define what teams are going to be working on and why.

Because of ProductPlan's elegance and simplicity it is an easy tool to bring into a process…it is more valuable today than in the beginning because of its simplicity.

Mark Rattin
VP of Product at AccuLynx