

Openxcell

# Empowering Businesses With Innovations

How OpenXcell Created A  
Task Management Application  
For A Client

CASE STUDY



## Thank you for downloading this case study!

In order to create a successful business venture, it is essential to collaborate with the right partners that could comprehend and align with your business goals easily.

This case study will highlight how OpenXcell helped a client in completing a partly-developed application by enhancing it with advanced features and functionality, simultaneously enrolling team members into the project. OrganiseMe, as the name suggests, has helped organizations and their teams to streamline their task management process.

Today, OrganiseMe is one of the most coveted tools for organising the tasks and is being used by almost 30,000 users currently. We can certainly proclaim OpenXcell as the major contributor in this scintillating success. OpenXcell has been constantly providing an on-demand resource pool to the client all these years, and has worked actively to enhance the quality of the product, gradually bringing it to a premium level with all the enhanced features and a smooth workflow.

Read on to learn more about OpenXcell's remarkable contribution in developing a smart and time-saving tool like OrganiseMe.

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# OrganisMe Intro



Industry	IT
Headquarter	Germany
Offshore Development Centre	Ahmedabad, India
Team Size	5
Platforms	Web, Mobile

OrganisMe is a task management software solution that helps organizations to streamline tasks thereby improving the productivity of their teams.

*Besides managing the task lists and sorting them according to priority, it also allows team mates to collaborate by sharing their task boards or sending messages to each other.*

Moreover, the tool provides multiple features and integrations that help in synchronizing tasks from other applications into OrganisMe, provides reports and reminders of daily as well as weekly stints, and adds notes and links to task boards. This highly-effective task manager has already proved how easily it can simplify the work of team members but *one feature that makes OrganisMe stand out is its capability to turn emails into tasks* from all the mailing platforms.

# OrganiseMe's Business Challenge

OrganiseMe founder Ulrich Reidel wanted to create a tool that could help teams and organizations to simplify the management of tasks handled on the day to day basis by the team members.

By creating a task management tool, *the idea was to streamline the daily tasks assigned to the team members.*

The web application was initially designed by another company, however, *the client was not able to continue with the alliance due to high development cost and unavailability of the developer as and when needed.* He, thus, required a full time offshore dedicated developer that could help him with the rest of the development and integrations to optimize the website. Another prominent issue was - *he didn't have the resources to develop a mobile application* for the same tool which is why he finally approached OpenXcell with his requirements in 2012.



# Product Key Features



Task Lists and Task boards



Google G Suite Integration



Mail into task transformation  
- GmailAddon



Team collaboration

# Our Approach

## Project Inception

In 2012, our client approached us with the demand to develop the unfinished website and maintain the product. Additionally, he wanted us to develop the mobile application of OrganiseMe as well.

The idea was to reach more and more users.

We held several meetings with the client in the initial 2-3 weeks to understand their specific requirements in the website and mobile application. Once the requirements were gathered, scope of the project was analysed and accordingly the resource headcount was sorted out.

*Since the website was partially developed, OpenXcell decided to finish off the website development on priority, including the integrations it needed.* As a consequence, 2 developers with front-end and back-end knowledge were on-boarded quickly from our in-house team.



# Project Acceleration

As the development proceeded, the team started working on improving the UI/UX of the website, and GoogleHome was simultaneously integrated. *The website was also made compatible with the Spanish language* in the initial phases of the project.

Once the site development was completed, the maintenance work started and continued for the next four years. In the meantime, our designers alternately worked on the development of a mobile application as well.

Initially when the client had approached us, the website was not synchronized with the offline data, which made it difficult for the users to access their tasks without network. There was a dire

*need to sync the data between web and mobile apps to allow users to work offline as well.* Hence, the team started working on it without further delay. Later on, more new features like - Gmail Addon and Google Task were integrated to the site. Meanwhile, the team was also scaled up from one developer to five developers as the product demands increased.

This maintenance and support work continued until 2019 and more new features like shared board and Kanban enhancements were gradually added over this period of time to make the product user-friendly.



Though, by now, the product had become quite popular and the client did have around 400-500 users, the expected number of users was still low. However, *the company saw an unprecedented rise in the number of users (30,000 users to be precise) after the introduction of new features and the offer plans that were introduced in the scheme.*

The credit of this remarkable success can be extended to our hard-working developers that had completely transformed the site with new UI and features. And, to the marketing campaigns that were run subsequently to reach out to the country-wide population.





## Support and Maintenance

This project is still ongoing and our team has been providing continuous product upgradation and support to the client ever since it was handed over to us.

As per the recent developments, *the website has been updated according to the GDPR guidelines*, making it completely secure for data processing and transactions.

The team has also been ramped down by 2 members to cut the unnecessary production cost, as the demands were already fulfilled. Rest of the three members, leftover, have been assigned for maintenance of the site and resolution of customer tickets.

# Product Success

**99% Software Uptime**

**Multiple Integrations**

**30,000 Users**

**Automated task  
management**



# OpenXcell's Contribution In Client's Success

The extremely dedicated and experienced team of OpenXcell, though small, has led the project to success by their unparalleled craftsmanship and agile approach. We have also been effectively resolving customer queries and constantly updating the client's website to improve its quality and demand. Our hard work clearly reflects in the revenue generated by the client this year, which is huge compared to what he made in the previous years.



# Our Success Gears



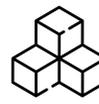
**12+ years of extensive product development experience**



**Recruitment and On-boarding of Top Talent**



**360 Degree Operations Management**



**Scalable Model**



**Dedicated Development Teams**



**On-Demand Support Service**

# Way Forward

Future Scope	OpenXcell's Participation
<b>Global Product expansion</b>	OpenXcell will extend its technical assistance and customer support to scale up the product and make it accessible to various markets.
<b>24*7 Product Management</b>	We will set up a team of customer support executives for chat and voice support for ticket management.

# Technology Stack

## Backend

PHP

JavaScript

## Database

MySQL

## Frameworks

CodeIgniter

Value.js

## Server

AWS



# Client Achievements



**30,000 live users**



**Increased revenue**



**100+ paying users**



**Collaboration with the  
European Organization**

# Client Testimonial

*"Thank you OpenXcell for your great technical design and development features. Your continuous efforts and outstanding work is very much appreciated. We look forward to adding more features and continue our journey with you"*

**Ulrich**

Product Owner



# Conclusion

OrganiseMe and OpenXcell have collaboratively fostered growth by harnessing the right technical expertise from the industry. This partnership has also enabled innovation, reliability and demand-specific team creation which is certainly needed to develop market-leading products like OrganiseMe.

By harnessing the proven market strategies combined with user-centric product development methodologies, and demand oriented resource pooling, OpenXcell facilitates complete digital transformation of businesses. Our products speak of the credibility we bring to our clients ensuring them a guaranteed success.

**Thank you for your time!**

## Contact Us

Want to scale your business with our seasoned product development team? Let us know your requirements.



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[Schedule a Meeting](#)

