

CAS Designs Group

www.cas-designs.com



At A Glance:

- **Company:** An artistic design agency focusing on creative branding and marketing.
- **Industry:** Advertising and Marketing
- **Location:** Novato, CA
- **Challenges:**
 - Widely dispersed employees made resource management difficult.
 - Disjointed business procedures hampered growth.
 - No centralized data repository impeded collaboration.
- **Results with OpenAir:**
 - Growth. With the help of OpenAir, Company introduces dental division and online store.
 - Flexibility. OpenAir templates reduce overhead during project setup.
 - Stability. Set procedures ease employee transitions.

“With OpenAir, I have a set of processes that provides a strong platform for growth.”

— *Charis Santille, President and Owner*
CAS Designs Group

Results

OpenAir provides CAS Designs with the perfect mix of art and analytics. “Although my first love is the artistic side of things, I am also obsessed with procedures and making sure everything is running smoothly,” said Charis Santillie, President and Owner, CAS Designs Group.

“With OpenAir, I have a set of processes that provides a strong platform for growth.” These set procedures are essential to the success of a virtual business.

“I need to have absolute control and insight into my organization. With a number of employees working remotely, I can’t see their paperwork or day-to-day activities.” OpenAir also provides an easy transition when employees are sick, on vacation, or are terminated. With set procedures in place, clients can easily replace parts of the puzzle.

The system’s flexibility also greatly reduces the overhead needed in setting up new projects. “We have created a master template in OpenAir that essentially acts as our project managers’ Bible,” said Santillie. “When a new project plan is needed, we quickly delete the tasks and phases from the master that are not needed and we are ready to begin production.”

OpenAir’s web native architecture is the perfect solution for any organization with employees that are geographically dispersed. Online time and expense entry provides CAS Designs with a fail proof way to monitor employee performance. “It would be impossible to effectively manage my resources on paper. Simply put, I would not be able to run my business without OpenAir.”

With a fully integrated and controlled set of business procedures in place, OpenAir has enabled CAS Designs to expand their market offerings. Beginning in 2004, CAS Designs introduced their Smile! Dental Division which provides high-end, unique marketing products for each client.

The division has clients across 10 countries in North America, Europe, and Australia. “OpenAir has been a huge catalyst for our new product line,” said Santillie. “It has enabled us to support an online retail store as well as tradeshow sales.”



 **Find out more: contact OpenAir at 1.888.367.1715 or visit www.openair.com**



“It would be impossible to effectively manage my resources on paper. Simply put, I would not be able to run my business without OpenAir.”

*— Charis Santille
President and Owner
CAS Designs Group*

The system’s project billing functionality allows for easy and smooth control of such unique, one-time sales. The division’s products have provided dentists across the world with increased business twice the national average.

With the help of OpenAir, CAS Designs evolved from a “basement business” to a thriving organization that supports clients across the globe.

The Challenges

Prior to founding CAS Designs, Charis Santillie, President and Owner of the organization, worked as a freelance graphic designer.

With a desire to expand her homegrown business, Santillie needed a venue to store all of her internal plans and ideas. “I had most of my ‘business plan’ in my head and needed to externally define it, said Santillie.

“I needed a system to transform my business from a grassroots enterprise into a full fledged, profit driven company.”

Very quickly, Santillie understood that today’s technology would enable her to quickly and efficiently build her business from the ground up.

Prior to OpenAir, management of projects and resources across the country was next to impossible. There was no true way to know what employees were working on and for how long. Furthermore, collaboration on accurate project plans was impossible with no central repository. These factors alone would prevent Santille from expanding her business.

The Solution

The key to business expansion is to have a centralized set of processes that allow for complete control as well as the flexibility to handle unexpected scenarios.

OpenAir helped CAS Designs achieve this through robust integrations that streamlined the company’s entire workflow. To tie in their sales pipeline, CAS Designs implemented integration between OpenAir and salesforce.com.

“This integration has truly increased the efficiency of our business as we can quickly push opportunities into one of our project templates,” said Santillie. “The automation involved has really cut down on our overhead and has boosted employee utilization.”

Similarly, integration between QuickBooks and OpenAir has greatly centralized CAS Designs’ day-to-day tasks. “Before OpenAir, invoicing and bookkeeping was painfully time consuming for me. It got to the point where I had to delegate this task out as I could not find the time. Now with OpenAir’s integration, balancing our ledger is a dream.”

OpenAir billing functionality has transformed a complicated procedure into a smooth, controlled process. At CAS Designs, services and products are billed differently. OpenAir’s robust billing rules allow for services to be billed in monthly installments and products to be processed by deposit. These line items then easily push to the appropriate codes in QuickBooks.

🔗 Find out more: contact OpenAir at 1.888.367.1715 or visit www.openair.com