



“ From our perspective, in a highly dynamic manufacturing and software development company that’s on a growth trajectory, Smartsheet is probably the single most important tool that we have. Without it, we couldn’t survive.

Dennis Nordon, Co-Founder and Managing Director, Hanley Energy

### Company

Hanley Energy

### Industry

Energy

### Company Size

Medium (50-999 employees)

### Customer Profile

Hanley Energy is a globally recognized innovator in critical power and energy management solutions, headquartered in Ireland with divisional offices in the United States, Australia, Germany, South Africa and the Nordics.

### Website

hanleyenergy.com

### Business Situation

Hanley Energy was growing rapidly and needed a way to standardize its business processes and scale to meet new customers’ demands.

### Solution

Hanley Energy uses Smartsheet to simplify reporting, track and manage products and services, and streamline resource planning for current and prospective projects.

### Benefits

- **Improved resource planning** based on an accurate view of labor & equipment availability
- **More efficient project oversight** that saves up to one-third of project managers’ workday
- **Easier product lifecycle management** with simplified asset tracking
- **Greater transparency and visibility** for customers with tailored dashboards that offer real-time reporting

## Smartsheet Helps Hanley Energy Keep the Lights On

Ireland-based Hanley Energy designs and implements hardware, software, and services for critical power management across a range of industries worldwide, from manufacturing to food retailing to data center management. To keep pace with its rapid growth, the company needed a software as a service platform (SaaS) and processes that could support consistent, scalable business practices, from product design and delivery to timesheets and sales prospecting. Hanley Energy uses Smartsheet to simplify reporting, track and manage products and services, and streamline resource planning for current and prospective projects.

### Situation:

With a focus on large data centers and industrial environments, Hanley Energy provides a full product lifecycle solution, including hardware design and manufacturing as well as real-time and historical data reporting and analysis.

Before implementing Smartsheet, project managers (PMs) used whatever tools their teams were comfortable with, such as spreadsheets, email, or professional project management solutions. In the absence of a single consistent approach, setting up and servicing projects for new customers could be slow and complicated.

“That’s fine in the early stages of any company, but it’s not sustainable,” Nordon says. “And it’s certainly not scalable.”

### Solution:

Paul Johnson, an independent consultant who does program and process development management for the company, discovered Smartsheet when one of his contract clients sent him a link to a form for capturing information.

Johnson was amazed that he could make substantive updates to the project plan without the complexity and cost of a full product license. He was so impressed, he became a Smartsheet solutions partner and now

helps companies in Ireland unlock the full potential of the platform. Hanley Energy was his first customer and he's helped develop a number of use cases.

"One of the wonderful things was to take a company that was already using Excel as their main tool for managing tasks and programs and projects, and then import information into Smartsheet with a couple of clicks of a button," Johnson says. "It made the deployment, really, really quick. The learning curve was not so steep."

### Benefits:

Smartsheet allows Hanley Energy to tackle recurring business challenges such as project management and resource planning, and has gained unprecedented levels of transparency and visibility for internal teams and their customers.

**Greater Transparency and Visibility for Customers:** Hanley Energy uses Smartsheet to create dashboards from a standard template to provide a consistent and easy-to-use visual reporting methodology. In just a few clicks, the company's PMs can customize views that give customers access to the data that fits their unique needs.

"We identified early on that we needed a scalable solution we

could deploy company-wide," Nordon says. "One that would give visibility to all the stakeholders but, more importantly, also give us a customer-facing dashboard so the customer could actually see what was in the fleet in real time and at what stage. And we provide that visibility via Smartsheet."

### Improved Resource Planning:

Smartsheet enables Hanley Energy to track current and upcoming projects accurately, and to see when staff are fully utilized and when there are gaps in the schedule. Up-to-date numbers allow managers to sign new customer contracts, schedule company-wide downtime, or make the case for hiring new employees.

"I'm responsible for sales, and I've noticed that salespeople tend to be pretty overzealous," Nordon says. "We don't like to say 'no' to an order, but it would be irresponsible to let down multiple customers because you've taken that one extra project that you can't manage. We never had that visibility before because we never had a central repository for that information."

### More efficient project management – saving up to a third of a workday:

In the past, PMs would typically hold meetings every day to review every project. Now, they have a weekly meeting to discuss the status of

multiple projects, pulling the most current data from Smartsheet in real time, reviewing documentation and measuring completion, and even sending emails directly from the sheets. Nordon estimates that this has saved a third of their workday – time that's now available to take on more client work or do deeper strategic planning.

**A new revenue stream for consultation:** With more accurate tracking of work done for customers, Nordon and his PMs can identify time spent in consultation and show the value added to customer engagements.

"Because we are a solutions-based engineering company, that engineering solution piece was always given away for free," Nordon says. "That consultative piece should have been charged for, but our mindset was that those services were part of the project. We took a closer look and realized consultation was a tangible product we could sell – and that our customers are happy to pay for it."

## About Smartsheet

Smartsheet (NYSE:SMAR) is a leading cloud-based platform for work execution, enabling teams and organizations to plan, capture, manage, automate, and report on work at scale, resulting in more efficient processes and better business outcomes. Today over 95,000 customers, including more than 77,000 domain-based customers and over 70 percent of the companies in the Fortune 500, rely on Smartsheet to implement, manage, and automate processes across a broad array of departments and use cases.

To learn more about Smartsheet, visit [www.smartsheet.com](http://www.smartsheet.com)