

DARWINIAN SOLVES CONTENT SPRAWL WITH CLOUDTENNA DIRECTSEARCH

Darwinian.

We were wasting way too many hours searching for files. Cloudtenna DirectSearch gave us our time back.

Andrew Boos, CEO

I had over 65,000 files scattered across 25 (yes, 25!) different apps. It was a mess!

Andrew Boos, CEO

THE COMPANY

Darwinian partners with new technology ventures to launch and accelerate their businesses. They are a sales consulting firm that works with small teams to identify product market fit and to build out targeted sales programs from scratch.

THE CHALLENGE

Darwinian has grown considerably over the past year and has expanded to serve multiple concurrent clients. Throughout the workday, consultants at Darwinian are forced to repeatedly context shift between activity at each of these clients.

The overhead required to manage each context shift had a direct cost in productivity output. Work was falling through the cracks.

The root of the problem stemmed from the many independent tools each client uses. They each have their own email domains, their own Google Drive, and their own Slack account. When doing work for a client, consultants at Darwinian are required to use the client's own ecosystem.

For example, Andrew Boos, CEO at Darwinian, is burdened with several parallel email accounts – one for each of Darwinian's largest clients. When Mr. Boos sends out emails, he must manually log-in to Gmail with the correct *@client.com* account so that the email is sent from the appropriate email address.

Prior to DirectSearch, the Darwinian team was trapped in a vicious cycle of incognito browser windows. Mr. Boos frequently has eight Chrome windows open, each logged into a different account. To locate a file, he had to first locate the right browser window and then navigate to the desired file.

Productivity was significantly hindered. Too much time was wasted searching for the right browser tab. Often, it would be so cumbersome that Mr. Boos would not even dare try to find the file. It is a major challenge to locate documents because file search inside Gmail, Google Drive, Slack and other services are limited to only the files in the respective service and for only the active account. This burden hinders productivity and, worse, causes frequent user mistakes.

THE SOLUTION

The Darwinian team turned to Cloudtenna DirectSearch to address content sprawl.

Cloudtenna DirectSearch offered Mr. Boos and his team a tool to search across all of their documents, regardless of app or account. With a single tool, Mr. Boos could search and get results from any one of his eight email accounts, Google Drives, and Slack accounts.

With Cloudtenna DirectSearch, the Darwinian team (1) spent less time searching for files, and (2) found files that they would have otherwise given up on before. As a result, they found opportunities to take on additional clients and grow their business.