

CASE STUDY: GPS Insight



GPS Insight Draws on Command Media's WordPress Expertise to Create Comprehensive Documentation Portal

Summary

GPS Insight faced a challenge: as one of the fastest growing technology companies in North America, the expansion of their organization and product line demanded new tools for publishing information. With their internal development team's time focused on the company's core product, GPS Insight turned to Command Media to create and maintain modern, web-based documentation based on the world's most popular content management system – WordPress.

GPS Insight needed all of their documentation presented in a single ecosystem which looked good, was easy to search, and worked seamlessly on both mobile and desktop.

About the Client

GPS Insight works with businesses that have fleets of vehicles to solve unique business challenges through increased revenue, reduced costs, and reduced risk. Their GPS fleet tracking software combines real-time robust functionality with a simple, intuitive interface. GPS Insight provides a highly flexible solution, which includes a wide range of customized reports, alerts, and other innovative features.

Quick Facts:

Customer Base: 100,000+ Vehicles & Assets tracked.

Region: Product available throughout all of North America.

Company: Started in 2004, Privately held, 100+ employees. BBB: A+ Rating.

Awards: Inc. 500/5000, Best Places to Work, American Business Awards,

Red Herring Top 100, Deloitte Fast 500

Website: <http://www.qpsinsight.com>

Industry: Computer Software

Headquarters: Scottsdale, AZ

When Project Outgrew Internal Resources, Command Media Filled the Void

Senior Sales Operations Manager James Adamthwaite was frustrated with the limitations of internal information tools used by his team. Documentation was scattered across multiple disparate systems and hard to find. In his spare time, James had started to create a single, unified documentation library based on WordPress, but the effort quickly outgrew his available time and expertise.

With GPS Insight's core dev team fully focused on developing features for the main product, James needed help from somewhere else and when the opportunity to work with Command Media arose, he jumped on it.

"They were an extension of our team... Command Media made WordPress dance for us"

Utilizing Command Media's WordPress development expertise, they were able to create a solution with custom display templates tailored to the company's specific types of product and employee information. Discussions with the documentation team yielded bespoke editing functions which save time and effort, integrate data from live sources, and result in documentation that's contextual and easier to understand.

Direct access to Command Media's [JIRA](#) issue management system made it easy to see project status, communicate directly with developers, and keep priorities straight.

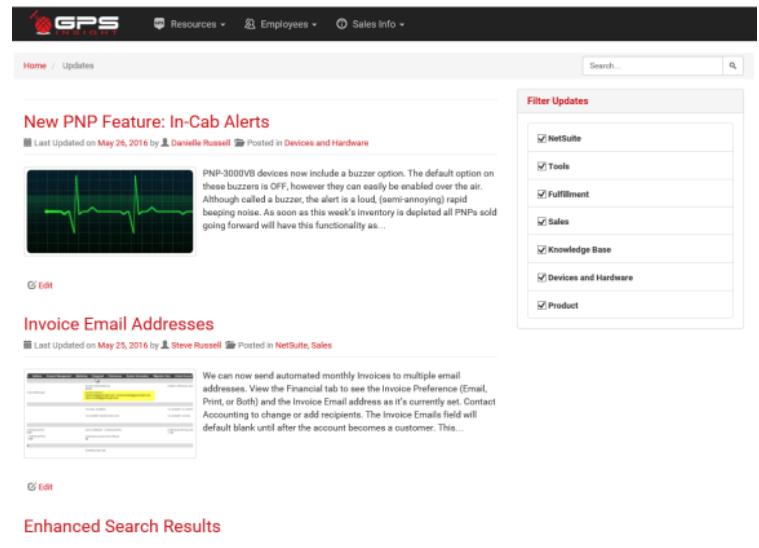
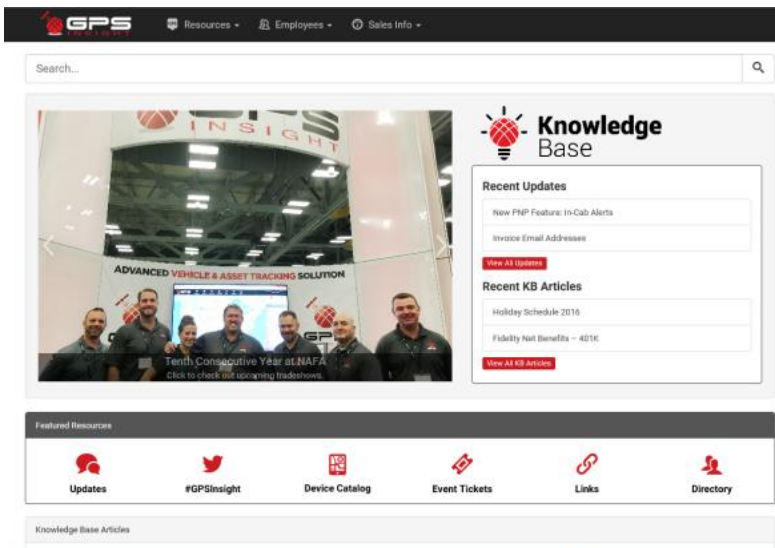


"Mutual success felt like a shared goal... Command Media isn't just some rote code-factory. They feel like an extension of our team, a part of the family."

James Adamthwaite – Senior Sales Operations Manager

An Ongoing Partnership

It's now easier than ever for GPS Insight's employees and customers to get the information they need, when and how they need it. James found that a project which started with the goal of keeping his own team on the same page was having an impact across the entire company. "Concepts are bounced back and forth, our Photoshopped screenshots of ideas are turned into features overnight and are waiting in our inboxes in the morning like Christmas presents," said James. "With the new Knowledge Base and Help Center, information is never a barrier to success." Extensions to the system are underway to add additional business value, such as the ability to whitelabel live product documentation for resellers. As usage of this solution grows, Command Media continues to provide support, new features, and maintenance.



Supercharge your company's WordPress projects: Learn more about how Command Media can augment your internal development resources with expert engineers. Contact us today at www.commandmedia.net. >