

Window Nation Boosts Efficiency with Wrike's Intelligent Work Management Platform

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Wrike, a leading provider of intelligent work management platforms, today announced a successful collaboration with Window Nation, a major supplier of replacement windows and doors. Window Nation has adopted Wrike's Work Intelligence® solution to streamline project organization, collaboration, and task management within their creative department.

Previously, Window Nation relied on a patchwork of tools for project management, leading to difficulties in tracking project details, monitoring progress, and accurately estimating project timelines. Wrike's platform has provided a centralized solution, consolidating tasks, deadlines, communications, and all project-related information in one easily accessible location.

"Business leaders across all industries are actively working to improve efficiency, but 42% don't have visibility into the work taking place across their teams," says Alexey Korotich, CPO at Wrike. "Window Nation is a great example of how implementing a solid foundation for work management can eliminate a lot of the administrative challenges teams face, and pave the way to introduce more advanced time-saving solutions that unlock the transformative power of AI."

The improved visibility offered by Wrike has significantly improved communication and collaboration within the Window Nation creative team. Contextual collaboration tools and digital proofing capabilities have fostered a more streamlined workflow.

"We now have a unified platform where all project-related information, tasks, deadlines, and communications are consolidated," said De Lisa Patterson, Creative Director, Window Nation. "This centralized approach has vastly improved the team's ability to stay organized, ensuring that everyone is on the same page and aware of their responsibilities."

Recognizing the potential for further efficiency gains, Patterson explored Wrike's Work Intelligence solution, leveraging its AI capabilities to automate repetitive tasks.

"Recognizing the potential of artificial intelligence to automate repetitive tasks, I took the initiative to explore Wrike's AI capabilities and integrate them into our workflow," Patterson says. "I use the smart suggestions feature to automatically organize projects based on selected criteria, such as status, priority, or deadline, and GenAI features to advance production of assets for campaigns we need to run at scale. The result was significant savings in time and effort for our team, as well as increased consistency and accuracy in project management across the board."

Wrike's core AI functionalities include:

- **Smart Suggestions:** Wrike intelligently identifies user patterns, prompting automation of repetitive actions, initiating approvals, and suggesting actionable subtasks.
- **Intelligent Search:** Utilizing natural language processing, Wrike facilitates rapid searches through project assets, tools, and resources, similar to common search engines.
- **Generative AI:** Wrike generates summaries of work items to prioritize key information, effortlessly creates briefs, plans, and brainstorming ideas, and constructs tailored content descriptions that align with brand and personal voice.

Window Nation's creative team now delivers projects more efficiently and consistently, exceeding project milestones ahead of schedule.

Patterson says: "Wrike's AI features have become indispensable in my daily workflow, enabling me to accomplish more in less time and with greater accuracy."

For more information on the Window Nation case study, please visit:

<https://www.wrike.com/customer-stories/window-nation/>

To learn more about Wrike's vision for AI and its new generative AI functionalities, visit:

<https://www.wrike.com/newsroom/wrike-levels-up-in-ai-deepens-commitment-to-vision-and-roadmap/>