

# Seer Interactive can now run more projects, increasing revenue

 Marketing

## Challenge

Internal and external development teams work on tasks together, but the design expectations and completed tasks sometimes differ.

This mismatch meant doing re-work to fix issues and integrations instead of taking on new tasks or projects, which sometimes resulted in missed deadlines.

The lack of standards that generic diagramming tools allow leads to inconsistent output and confusion, resulting in time-consuming mistakes and re-work.

## Approach

- The C4 model enabled a lightweight way to create visual consistency.
- Diagrams-as-code was trialled but found it too slow for real time communication and the overhead of setting it up on each machine caused friction and felt manual.
- The collaboration, interactive UI and visuals of IcePanel appealed to the broader team and audience, making it the tool of choice.

## Results



Increased revenue by delivering more projects



Highlighted technical design flaws



Increased speed of cross-team design iteration

## Conclusion

- ✓ Seer Interactive has increased sales as their dev teams work more in sync and efficiently, releasing code faster with more confidence.
- ✓ Developers understand designs and broader context, allowing them to achieve customer goals quicker and contribute to more projects.
- ✓ They have discovered mistakes and flaws during collaborative conversations that the team had otherwise missed, leading to product improvements and efficiencies.



A big value add with IcePanel has been documenting existing systems because inefficiencies and poor patterns jump out at you

Data Engineer

