



Empowering high velocity teams

Building a data-driven delivery system designed to scale throughput, improve visibility, and accelerate execution.

Executive Summary

A leading automotive digital marketing organization partnered with CodeRoad to address a growing operational bottleneck caused by rapid increases in request volume and delivery complexity. As demand accelerated across websites, digital advertising, and guided online buying experiences, the team struggled to distribute work efficiently, track progress in real time, and maintain visibility into capacity and performance.

CodeRoad designed and implemented an automated delivery operations system that transformed how projects were assigned, tracked, and managed. By shifting from manual, availability-based assignment to effort-based, data-driven workflows, the organization gained real-time visibility into workload distribution, project status, and team performance. The result was faster project starts, improved throughput, balanced workloads, and a scalable delivery model that enabled the organization to double completed requests in a single year—without sacrificing quality.

About the Partnership

This engagement reflects a common challenge across the automotive digital marketing industry, where platforms support dealerships and OEMs with performance websites, digital advertising, and data-driven customer engagement tools. These organizations operate at scale, often managing hundreds or thousands of concurrent requests tied to time-sensitive marketing initiatives.

Success in this environment depends not only on technical capability, but on delivery operations that can scale predictably, maintain visibility, and respond quickly to changing demand without introducing errors or delays.



Looking for clarity and speed

As request volume increased, delivery teams faced a familiar problem: too many incoming requests and insufficient real-time clarity on how work should be assigned. Project allocation relied heavily on manual reporting, spreadsheets, and delayed updates, making it difficult to balance workloads or understand project status at any given moment.

Team members frequently waited for additional information before starting work, while managers spent significant time tracking hours, progress, and capacity instead of enabling execution. The organization needed a solution that would automate reporting, provide instant visibility, and allow projects to be assigned and started immediately—without adding process overhead.

Our Velocity Playbook in Action

CodeRoad approached the engagement as a long-term partnership, focused on enabling both immediate delivery and future growth.

1. Delivery Operations Automation

- Implemented an automated work-tracking and reporting system using existing enterprise tooling
- Centralized project data, working hours, and status updates
- Eliminated manual reporting and duplicate tracking files

2. Effort-Based Project Assignment

- Shifted project allocation from availability-based to effort-based assignment
- Enabled faster, fairer distribution of work across contributors
- Improved transparency and satisfaction by balancing workloads more evenly

3. Real-Time Visibility & Performance Insights

- Delivered dashboards showing live project progress and capacity
- Enabled early identification of delays or inefficiencies
- Provided actionable insights into individual and team performance

Shipping Fast, Building Right



Faster Project Start Times

Work begins immediately after assignment—no waiting on manual reporting.



Improved Throughput

Automation removes administrative overhead and accelerates execution.



Balanced Workloads

Assignments are fair, transparent, and based on real effort.



Early Risk Detection

Delivery issues are identified and addressed before they impact timelines.



Scalable Foundation

The model supports growth without increasing management complexity.



Trusted Delivery Partner

CodeRoad operates as an extension of the internal team.

A velocity roadmap for long term growth.

At the core of this transformation was the shift from manual, fragmented tracking to a centralized, automated delivery operations system. What had previously relied on spreadsheets, delayed updates, and human follow-ups was replaced with a single source of truth that continuously reflected project status, effort, and capacity in real time. This change eliminated the lag between when work happened and when it was reported, giving delivery leaders immediate clarity into what was in progress, what was blocked, and where new work could be assigned.

Automation fundamentally changed how work moved through the system. Instead of waiting for additional context, approvals, or reporting artifacts, contributors could begin work almost immediately after assignment. Project allocation became effort-based rather than availability-based, ensuring work was distributed fairly and predictably across the team. This not only reduced administrative overhead, but also improved morale and accountability by making expectations clear and transparent from the start.

Over time, the delivery system evolved beyond execution support into a strategic operating layer. Leadership gained the ability to forecast capacity, identify inefficiencies early, and intervene before small delays became delivery risks. Contributors gained visibility into their own progress and performance, enabling earlier self-correction or targeted support when needed. Together, these capabilities transformed delivery operations into a scalable, data-driven engine—one that supports sustained growth, faster turnaround times, and consistent quality as demand continues to increase.

Technology in action

Smartsheet Automation

for centralized project intake, effort tracking, and real-time delivery visibility across high-volume request pipelines

Automated Workflows

for instant project assignment, status updates, and elimination of manual reporting steps

Dashboards & Reporting

for real-time visibility into workload distribution, project progress, and team capacity

Operational Analytics

for identifying bottlenecks, tracking performance trends, and enabling proactive intervention

Talent + Acceleration + Performance

"What we achieved was not easy, yet the team responded with speed, efficiency, and exceptional discipline at every step. The consistency, accountability, and teamwork demonstrated across all challenges truly reflect the dream team."

Engineered Momentum

CodeRoad's Business Impact by the numbers

2X

throughput. Our team successfully doubled the volume of completed requests YY-YY.

100%

team alignment. We ensured every resource was mapped to long-term strategic goals.

100%

scalable. We built a repeatable delivery model for growth without a linear increase in management overhead.

How CodeRoad can help you accelerate

CodeRoad delivers Velocity-as-a-Service (VaaS) by engineering high-throughput delivery systems for digital marketing leaders. We partner with you to eliminate operational bottlenecks—transforming manual, availability-based tasking into an effort-based, data-driven engine. By blending elite nearshore talent with automated workflow orchestration, we doubled project throughput in a single year without increasing overhead. CodeRoad's systems are engineered to turn operational complexity into sustained growth momentum.



Strategic Technology Solutions

- Workflow Automation
- Marketing Enablement
- Operational Analytics
- Tooling Integration
- Workforce Scalability
- Performance Reliability
- System Management



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1-954-866-3473
contactus@coderoad.com
CodeRoad.com

