



M O R P H

“Thanks to WorkMeter, both the company and the worker have accurate information, working time and productivity. We have very useful metrics to size projects or resources and we have reduced time allocation costs by around 80%. ”

About Morph Estudio

Morph is a group of companies endorsed by 100 technical specialists in Architecture and Engineering, led by the architects César Frías Enciso and Miguel Pradillo Cendón, with extensive experience in the development of singular buildings. Morph has innovation as its flag, Morph is synonymous with customer orientation from creativity, and incessant search for that elusive creature that is excellence.

Industry: Architecture

Region: Spain

Size of the company: 50-200 employees

WorkMeter products: [EffiWork](#) - [WorkProject](#)

The Challenge

Design unique and sustainable cities, spaces and buildings. That is the mission of Morph Estudio, a Madrid architecture studio that has made the multidisciplinary approach its watchword. A team of 100 professionals, including architects, landscapers, engineers and surveyors, who combine their skills to give their projects a diverse and, at the same time, unique mark. This variety of approaches brings richness to each of the studio's projects, but also complexity when it comes to reporting and managing them internally. And when a company works on projects and, in addition, its professionals participate in several of these jobs throughout their working day, **measuring the time and resources allocated to each of them very well is vital in order not to incur misalignments, organizational and losses for the company.**

In 2018 the company decided to give a rudder to the management of its projects to gain control and efficiency. **"We had a manual imputation system that totally depended on the personal feelings of each technician. At the end of the day, each professional wrote down the time that, according to their subjective estimate, they had dedicated to each project"**, recalls Ignacio Frías, its Financial Director and Site Management coordinator. A "not too reliable" system that resulted in striking imbalances, depending on who made that assessment. "There were projects with many hours counted and others in which it seemed that hardly any work was done. And also those measurements varied greatly from one consultant to another. We knew those records weren't realistic," he says.



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The Solution

The change came with WorkMeter. **“They proposed us to develop a tool that would automatically allocate working hours to each project,”** says Frías. The solution not **only added rigor and objectivity** to the counting of hours, but also solved two other problems. On the one hand, it freed the company's professionals from having to 'steal' time from their main tasks to record the hours they had dedicated to each job. On the other hand, it allowed the company to comply with the legal obligation to record the hours of its employees. The solution fitted, although its implementation took a process. To begin with, a code was assigned to each of the different types of documents generated by the company. These codes are what allow the program to automatically calculate the imputed times. The beginnings, however, were laborious because the company had installed another platform with other functionalities, and inevitably there were overlaps and mismatches during the transition time between systems.

Some reluctance also arose within the staff. “Changes always arouse some suspicion, it is normal. In our case, there were people who did not give it any importance and welcomed it naturally, and others who did not like it because they had the feeling that the company was controlling them. But as soon as the system was fully operational and they realized how it helped them to do a self-evaluation of their own work, their assessment was positive, ”recalls Frías.

A photograph of a modern, multi-story building with a curved facade and large glass windows, set against a blue sky with light clouds. The building is the background for the right side of the page.

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Resultado

The adaptability of the solution is one of the aspects that Morph Estudio values the most.

“It is a very open and flexible tool, on which improvements can be made constantly thanks to the great work of parameterization and development of WorkMeter. If we want a change and it is technically feasible, we implement it very quickly. Right now, the platform is above 80% in terms of meeting our needs”, says this manager.

Morph Estudio's ad-hoc solution is born from a combination of two of WorkMeter's tools: [EffiWork](#) and [WorkProject](#). For Joan Pons, CEO of WorkMeter, the most difficult part of the project was precisely that customization work to adapt the solution to the specific needs of the client. “There was a process of mutual knowledge and also evangelization of the benefits of automatic reporting. Both parties had to exercise patience and mutual trust”. As a result of this joint work, it is the configuration that today allows the architecture company **“to have a high degree of precision in the automatic measurement of projects and enjoy the advantages of a culture of metrics and flexible work,”** concludes Pons .

A photograph of a modern, multi-story residential or commercial building with a mix of white, grey, and wood-clad facades and glass balconies. The sky is blue with light clouds.

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The application of these reporting systems has not only fulfilled Morph Estudio's expectations, but has also brought some unexpected pleasant surprises. **"Thanks to the solution, we have exact control of the use that our collaborators make of the different computer programs of the company, a very valuable information that helps us to measure our investments in software with great precision"**, indicates Ignacio Frías. Another additional advantage has come with confinement and the obligation to telework. "The measurement systems have allowed our people to have been able to continue working from home and to have done so safely.

For example, thanks to the alert systems, which warn the worker that he has already exceeded a certain number of working hours, thereby facilitating the necessary digital disconnection of the collaborators ". As points of improvement, Frías expresses that it would be very positive "to get to integrate the project management system to the costs, to have that total assessment in real time and thus become a CRM for the economic control of projects". The final assessment of the service? "Very positive," he assures. **"Because it offers accurate information, both to the company and to the worker himself, on working time and productivity, it provides very useful metrics for sizing projects or resources and reduces time allocation costs by around 80%."**

80%
reduction of
costs

Digital
disconnect

Productive
time
management

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work
project