

How STANLEY Security Teams Improve Collaboration and Save One Day Every Week with ClickUp

8+

hours saved weekly

on meetings and updates for UK & Central Europe teams

50%

decrease

in time spent on report building & sharing

80%

increase

in improved teamwork



STANLEY.
Security

HOW IT STARTED

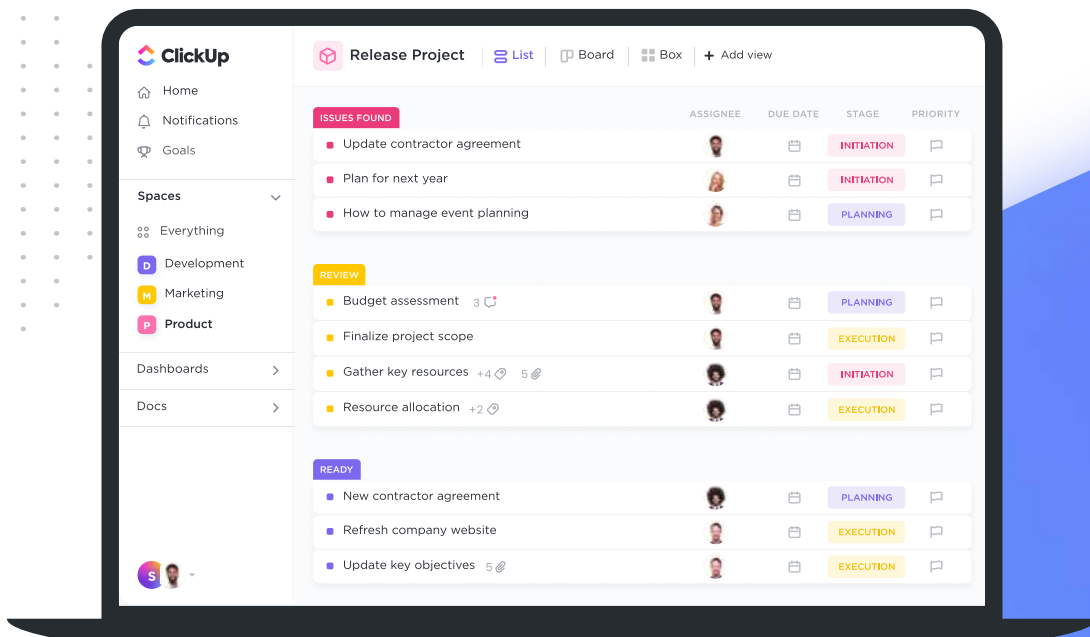
Company Story

STANLEY Security, a division of Stanley Black & Decker, is a global provider of integrated security, health, and safety solutions and services.

Customers across the globe entrust STANLEY Security for innovative SaaS technology; seamless installation and integration; reliable maintenance; 24/7 monitoring; and insightful analytics.

STANLEY Security is guided by its vision of building a safer, healthier, and more efficient world.

In 2020, STANLEY Security’s marketing teams transitioned into one global integrated marketing organization, with this, executive leadership **embarked on a mission to collectively transform the way its teams worked together** with tools that complemented its culture of **transparency and seamless collaboration**.



CHALLENGE

The Challenge

In prior years, STANLEY Security's marketing teams had relied on legacy tools such as Excel and email for internal communication and task management.

As the team became one global integrated marketing organization during the pandemic, there was a need for a scalable project management tool to run a global enterprise that would help break down silos and empower teams.

There was also an absence of a single, shared database for company SOPs and project documents which resulted in inconsistent procedures and double work.



“Our challenge was to create a virtual organization that provided enough structure without stifling the different teams, all with a different culture and work style. The secret sauce was to embrace a truly bottoms up approach with everybody sharing their best practices along the way. The result has been a collaborative virtual culture that is truly self-directed and constantly self-improving through user innovation and feedback.”

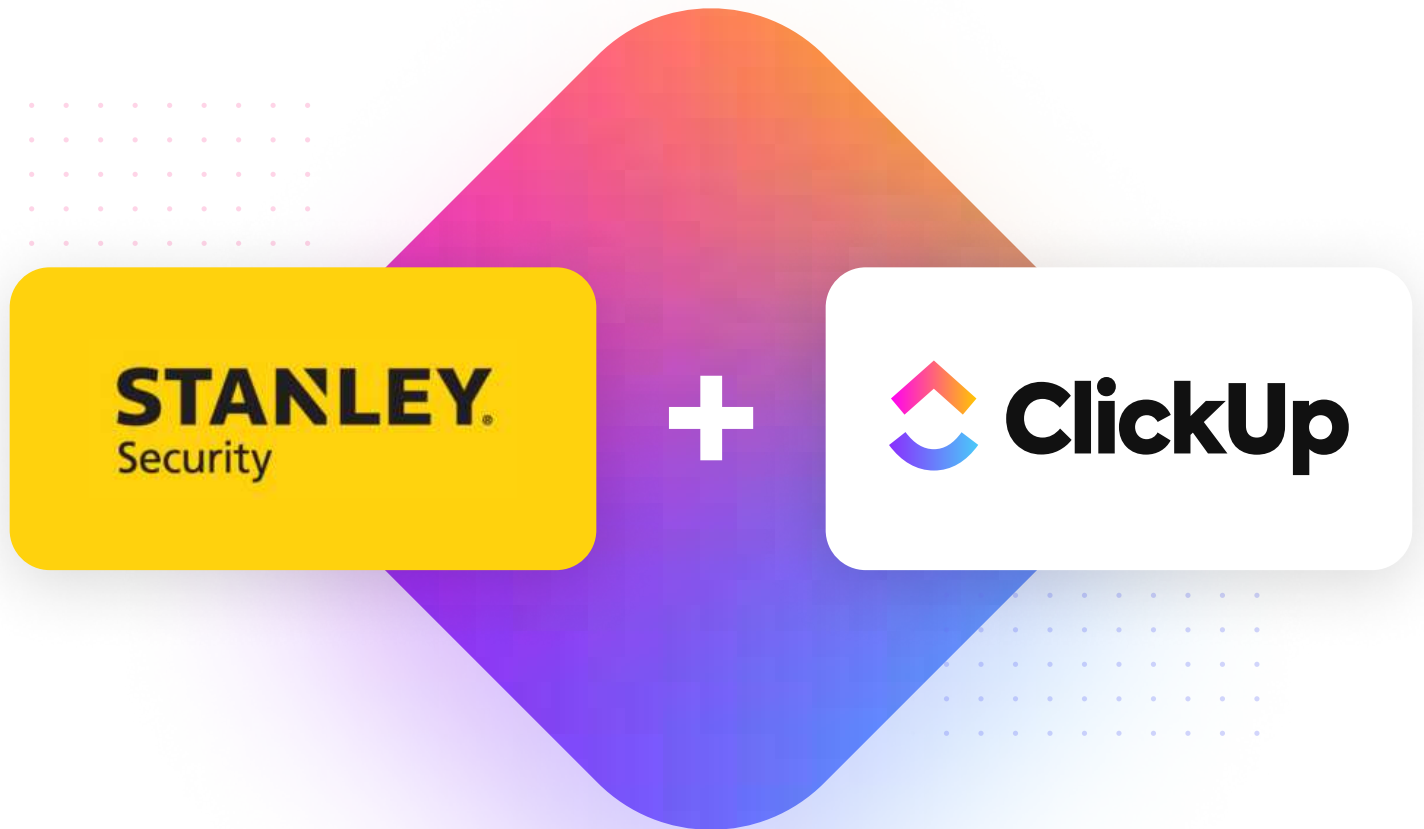
— **David Corner**, Digital Manager Europe

SOLUTION

Why ClickUp

The challenges that STANLEY Security faced required not just another tool, but a centralized solution that would serve as the one source of truth for all their work, tools, and teams, together in one place.

David Corner, European Digital Manager, surveyed STANLEY Security's teams, their tech stack, and the many possible tools in the market for project management.



Being familiar with ClickUp in his previous roles, helping start-up companies transition to more mature and scalable organizations, ClickUp was chosen as the platform that matched the executive vision for a single, shared workspace that could support sophisticated teams that spanned STANLEY Security's global enterprise.

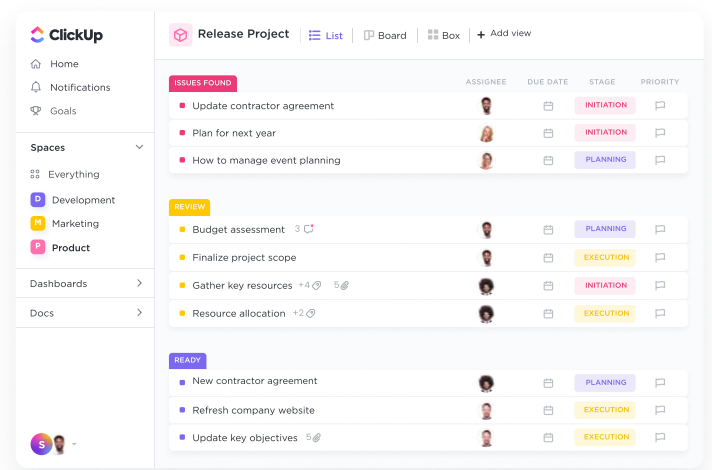
Align global teams with a single Workspace.

Once siloed across email and spreadsheet-based tools that caused confusion, lack of clarity, and delays — the global brand and marketing teams now had a single, shared workspace and source of truth for all of their work.

This created transparency that enabled all of the global teams to connect their initiatives to company-wide goals. This new virtual structure enabled visibility into goals, timelines, and workloads both at the team and individual level.

Aligning regional and global teams into ClickUp has improved collaboration and reduced the time spent in meetings and email threads— saving each team an average of 8 hours each week.

Not only has each team saved an invaluable amount of time, employees working within ClickUp also report quality of life improvements while doing their work:



From an internal survey on "How Has ClickUp Helped You Most?"



93% of all team members reported The ClickUp helped them to better prioritize and organize their work better

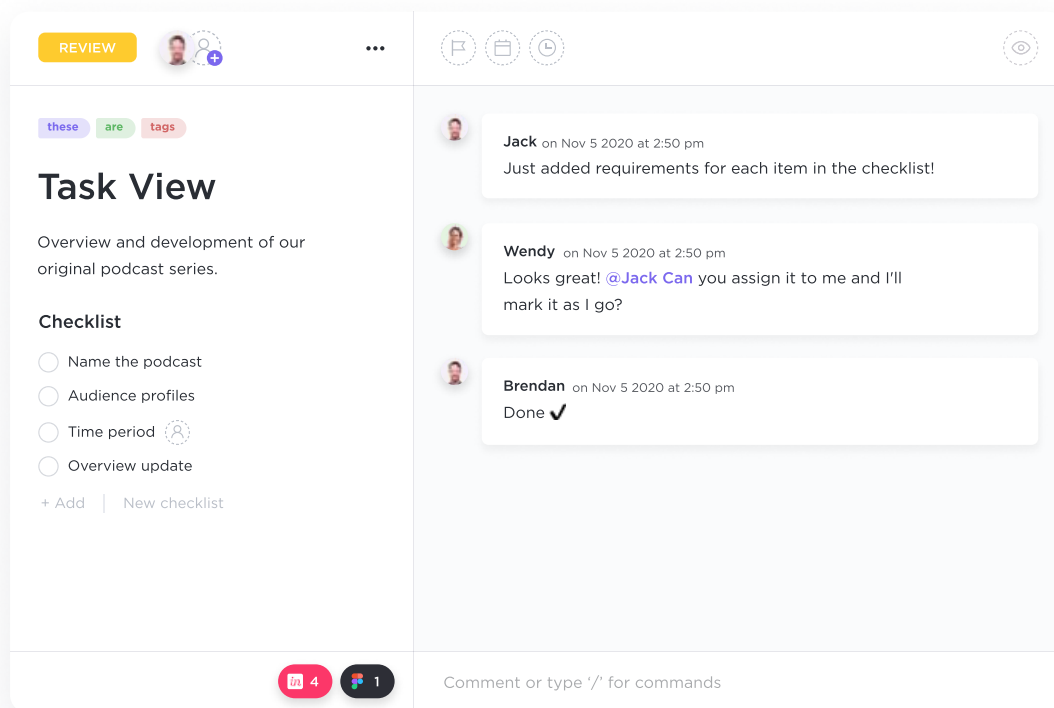
72% of all respondents reported less work overload and reduced stress

86% reported spending more focused time on their high-level critical activities

Streamline communication in one place.

Teams fast-track communication with task comments and contextual conversations alongside relevant work; no more hunting down files or sifting through never-ending email threads.

Now, employees can access everything they need to speed along updates in one place; task links, documents, attachments, and more. This has enabled teams to collaborate at higher frequency, reducing delays and accelerating information sharing.



Streamlining communication has enabled STANLEY Security’s global brand and marketing teams to collaborate smarter and faster, reducing the time spent on sharing updates and reporting by over 50%.



“As a technology innovation team, we need to stay organised and flexible to adapt to changing project requirements. We use a variety of project management techniques to reach our goals, and ClickUp has been central to that. We’re able to customise and automate ClickUp to suit each specific initiative, and it has allowed us to streamline and simplify our workflows, which has increased our team’s capacity exponentially.”

— **Connor Nash**, Global Experience Analytics Manager

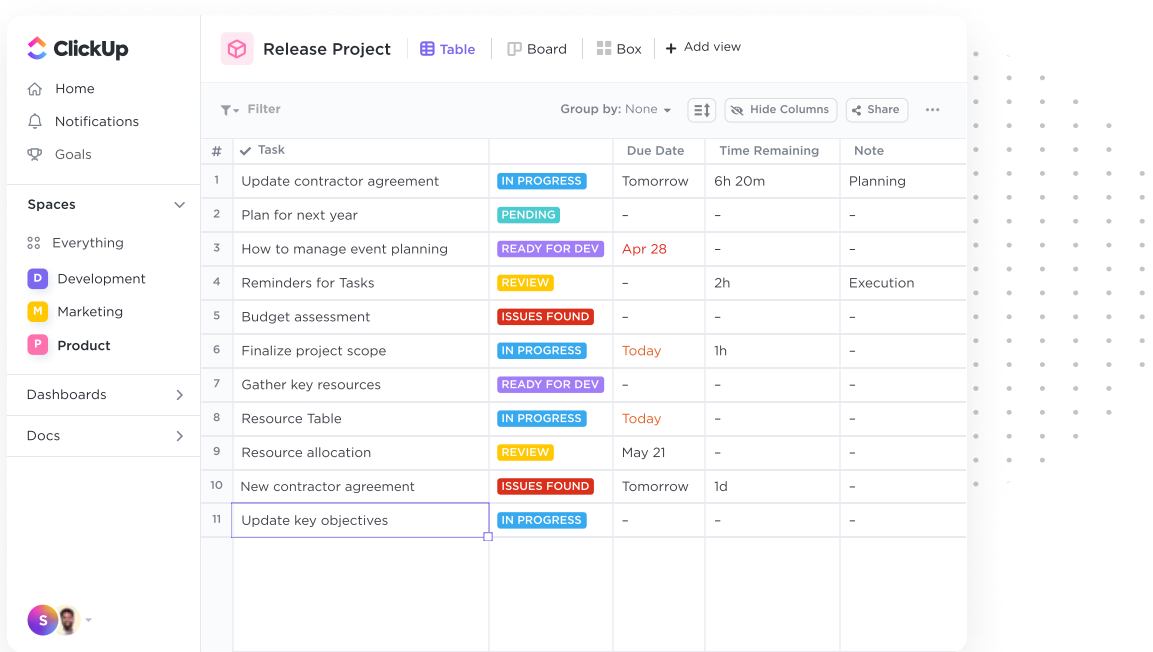
Organize documents and SOPs into an easily accessible database.

One of the biggest pain points for any enterprise is maintaining consistent processes and documentation across a global, distributed organization.

Besides process documentation, not having a central project related reference library, can eat up time searching for project specific resources.

Organizing and distributing documents across global, regional, and country-specific teams is no simple task, especially when each team is siloed by different tools and processes.

With ClickUp, the team's now have a single, centralized database as their source of truth for all team specific and project related resources and SOPs within ClickUp.



This enabled STANLEY Security to save an incredible amount of time by setting a clear framework for meeting notes, and task management on a global scale.



“ClickUp has allowed our team to have clear and transparent priorities, identify opportunities to support one other, and helps us identify and manage potential risks along the way. Since using ClickUp, our team’s productivity has dramatically increased by reducing the number of meetings and unnecessary back and forth emails.”

— **Katie Cameron**, Senior Product Marketing Manager

CONCLUSION

Final Results

Coupled with a new virtual work paradigm during the pandemic, ClickUp helped employees adapt to the new normal and architect new forms on how to effectively collaborate remotely.

Once siloed across multiple tools, STANLEY Security's distributed teams now collaborate in single, shared Workspace with ClickUp.

This has enabled its global brand and marketing teams to align, collaborate, and work more effectively to provide their clients with world-class security solutions.

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“ClickUp has been instrumental in helping STANLEY Security pivot to a virtual and systems-driven organization. As our centralized task & team management platform, It has empowered our team members to streamline and have complete autonomy of their activities while providing management with real-time performance insights.”

— Waseem Kawaf, Global VP of Digital Experience



“Using ClickUp as a project management and communication tool with external partners, our extended team, has allowed us for greater visibility into project progress and improved dialogue amongst team members.

ClickUp has helped us omit the use of various channels and streamline the conversation for quicker action and resolution as our single platform of truth for project management.

Another area we are focusing on is to create reusable project templates for some of the more complicated internal processes such as our global campaigns that span multiple regions.

Having all of the dependencies, assigned roles, well documented tasks, and standard documents already thought out in a reusable format will further accelerate our goal of optimising our workflows.”

— **Tanya Cummings**, Director of Digital Experience





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get more done?**

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