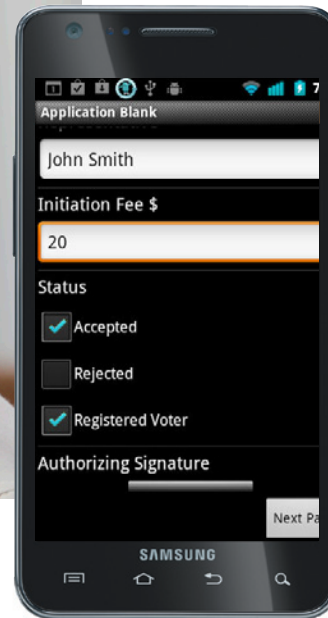


# Case Study

## ProntoForms for Labor Organizations



*“What impressed me was how easy it was to design the forms for a rep to fill out, right there on the job site. The learning curve was short as the reps saw the value of the application right away.”*

– Gavin Macdonald, Communications Manager  
IUPAT

For more information: [www.prontoforms.com](http://www.prontoforms.com)



When you're an organization of over 140,000 members, spread out over two countries, finding ways to be more efficient and timely is a constant priority.

That's what the International Union of Painters and Allied Trades (IUPAT) is faced with on a daily basis. Representing such trade workers as painters, drywall finishers and glass workers, in both the United States and Canada, IUPAT is overloaded with data and information that must be made accessible to its executives and members.

## The Situation

For IUPAT, the challenge of collecting job site data for reporting and communicating, with precision and speed, given its extensive membership, is a daunting one. There's immense pressure on the union's 800 representatives and 34 district councils. In some cases, any prolonged lag in report filing or key information compiling can mean missing out on new job or contract opportunities for its members or signatory employers.

For years, IUPAT reps in the field would collect important data or membership information by manually entering these items onto paper forms, into notebooks, or in some cases, into makeshift laptop worksheets. The process was tedious, inefficient, and thus, costing the union in wasted time, impacting opportunities and requiring budgetary resources for repeat data entry and aggregation of all the forms.

Each field rep is responsible for keeping up-to-date on his or her territory, and for relaying news and information on developing elements such as proposed and active construction projects, as well new opportunities for its members. We're talking about very time-sensitive reporting.

## The Solution

Enter ProntoForms. Introduced to IUPAT Communications Manager Gavin Macdonald through an AT&T presentation at an AFL-CIO IT Directors gathering, Macdonald was intrigued by the simplicity and ease with which ProntoForms could be both implemented and applied.

Easily customizable with a Pro-Services team able to help clients adapt their forms onto smartphones and tablets, ProntoForms also ties in painlessly to any office back-end system. The results are astounding. Almost immediately, businesses and organizations such as IUPAT are able to become incredibly more productive.

"Recording information was not always consistent. It sometimes took a while to get back to headquarters. We often saw situations where we learned (of opportunities) too late," said Macdonald.

Macdonald and his team were able to create customized IUPAT forms with relative ease. From his perspective, implementing ProntoForms allowed IUPAT to simplify how union representatives compiled and sent in their job site reports.

"What impressed me was how easy it was to design the forms for a rep to fill out, right there on the job site."

Macdonald was taken with the ProntoForms robust functionality on smartphones and tablets. As the organization's Communication Manager, Macdonald also had an added appreciation for how effective ProntoForms items could be deployed, thus improving communications throughout the entire union immensely.

*"Now we have the ability to call up a report each morning and see how many of our members are working and in what location. That tells us exactly where to focus our attention. It will be a huge aid to our mission as a union."*



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