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—Mike Lynch | Chief Human Potential Officer

For Mike Lynch, Chief Human Potential Officer at DAQRI, innovation is a job requirement. Every day, he gets to work on some of the world’s most forward-thinking projects, with some of the most forward-thinking individuals in augmented reality.

It’s that brilliant team who drives success at DAQRI, and with over 260 employees spread across offices in L.A., Detroit, Dublin, Vienna, and beyond, classifying them as “diverse” would be an understatement.

But at the same time that DAQRI was pioneering exciting new technologies, their own HR systems were struggling to keep up.

“We’re spread across multiple sites and we really didn’t have a strong tool that allowed for visibility as to who’s who, who does what, and what the current org structure looks like,” explains Mike Lynch, Chief Human Potential Officer

Taking a Closer Look

The limited visibility into the organizational structure had been an area of concern for some time, but as DAQRI scaled up operations, the problem became even more pronounced.

“We had another system that provided org charts, but it was a very cumbersome process to keep the org chart updated and also it didn’t provide basic employee bio information or pictures,” Mike recalls.

Getting new hires up to speed with the company’s structure was taking too long, and keeping stakeholders updated was tedious, too.

While basic org charts had been adequate enough in the past, the extra steps it took to get any real information were slowing Mike down and frustrating DAQRI stakeholders.

“When any of our stakeholders wanted a status update on team structures, we weren’t able to provide real-time updates with our previous tool; that was a big problem.”

Mike was also interested in finding a tool that would help geographically diverse DAQRI employees feel connected and familiar with each other, regardless of location.

That’s when he found Pingboard.

“We looked at a lot of different options but we landed on Pingboard pretty quickly,” recalls Mike. “We found that even as we explored some different tools, Pingboard was the superior choice in effectively getting what we were looking for - the ability to engage directly with the Pingboard team, customization options, and a real cost benefit. All those things made Pingboard a very easy choice for us.”



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Easy Rollout and Fast Adoption

Once the decision to try Pingboard was made, Mike moved quickly to get employees onto the platform.

“We started deploying it and trying to get everybody to buy in – update their profiles and begin engaging with the tool,” explains Mike. “What we found on initial rollout was the adoption was faster than we anticipated. Most employees

really liked the tool and started using it as a de facto point of reference right away.”

The early feedback was promising, but Mike was worried about how long it may take their global offices to engage with the tool, possibly thwarting long-term adoption.

“People needed to add their pictures and fill out their profiles themselves,” explains Mike. “We were worried people wouldn’t engage with the tool and it wouldn’t deploy as quickly.”

But within just a few days, it was clear this wouldn’t be an issue.

“We found we had full profiles complete with pictures within 2-3 days of launching the tool. People really took to it and enjoyed the process of creating their profiles,” says Mike. “Now, people are interfacing with Pingboard daily.”

For the first time, DAQRI had a tool that could go beyond the org chart to improve both visibility and team contentedness.

“The feedback was overwhelmingly positive. Staff were telling us that Pingboard was easy to use, very intuitive, and provided a new way to learn about other employees,” Mike says.

Thanks to Pingboard, DAQRI employees could not only put faces to names, but connect on a more human level by sharing information on their interests and background.

The software became a vehicle for building the company culture across geographically distant offices.

“Pingboard’s been a great way to improve the sense of community among our staff,” explains Mike. “The ability to learn about co-workers backgrounds through their Pingboard profile has been very effective as a way to build commonalities. Seeing that Kevin and I went to the same college or we are both into hiking, things of that nature has been super effective as we’ve opened new teams in Detroit and Austria in the past four months.”

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Scaling Up and Growing Together

The implementation of Pingboard at DAQRI has improved efficiency and employee engagement to such a degree that future growth is no longer daunting.

“I would absolutely say that Pingboard has paid for itself,” says Mike. “The idea of opening a new office was slightly terrifying prior to Pingboard. Having Pingboard has really helped connect all of our different locations in such a way that people feel part of a broader community and I think that’s really valuable in how we operate.”

Having Pingboard has eliminated the time-consuming process of updating and circulating constantly changing org charts. Now employees and investors alike have a trusted one-stop-shop for real-time company information.

“We use Pingboard as a source of truth with live updates, and refer to it often for planning re-orgs and new employee onboarding,” says Mike. “Although we are not a start-up anymore, we still like to operate in that fashion as a highly-dynamic, high-energy workforce and that’s what we get to do with Pingboard.”

Adds Mike, “It has helped us streamline our operations in many respects and helped us to be better prepared to scale in a much bigger way.”

Pingboard's innovative approach struck exactly the right cord with the unique employee base at DAQRI; a feat that far exceeded Mike's expectations.

“With most tools that I've worked with in the past, everything seems great in the pitch. You get really excited about how they will be utilized and then the adoption isn't there and it isn't effective in what you were hoping they would achieve,” Mike explains.

“Pingboard is one of the only tools I've ever seen where it's achieved adoption at a level that exceeds expectations and helps you realize the full hope that you had for how the tool would help impact the business.”

And impact the business it has. Mike attributes Pingboard to making an important and lasting impact on each and every DAQRI employee.

“Pingboard has had a huge impact on all our employees across all of our locations, from leadership roles to new hires. Everyone feels truly connected and has an increased sense of belonging,” Mike says.

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Working within augmented reality, DAQRI prides itself on breaking down barriers, focusing rather on possibilities. Based in Los Angeles, DAQRI has offices spanning the globe, creating cutting edge products from helmets and glasses, to computers systems and vehicle displays. The DAQRI product line-up turns typical practices, like driving, into enhanced, heightened, and entirely new experiences.