

# Carl Hendy Finds Teamwork Projects a Scalable and All-in-One Solution for his Digital Consultancy

## The Company

Carl Hendy possesses over 14 years of SEO experience. Including previously held leadership roles as the Head of Global Search for Ayima, the UK's largest SEO agency, and VP SEO for Forward3D, the largest independent digital agency in Europe. He has managed digital marketing efforts for FTSE and NASDAQ-listed clients, including Aviva, John Lewis, O2, Marks & Spencer, Bwin.Party, and more. He thrives on delivering results for some of the most competitive keywords on Google's toughest niches, including gambling, fashion, telecoms, insurance, retail, and publishing. Carl helps businesses, marketing managers, and their teams plan and execute SEO strategies that drive sustainable ROI growth.

## The Challenge

Carl spent around 4–6 months looking for a suitable solution to manage multiple clients across different time zones, to improve the onboarding process of new employees, and to improve the consistency of document based work across his team. Carl had originally tested many of the competitors, including Asana and Basecamp, and then found Teamwork.com.

## The Solution

Teamwork Projects easily integrates to many common software platforms being used within companies. With the increasing number of employees working from home or from international offices, Teamwork Projects allows all team members to be aware of current projects and tasks in play and who is accountable for each task. Teamwork Projects ticks all the boxes for Carl Hendy's requirements, but also adds a level of ease of use and makes it easy to have separate areas for clients and team members. He needed:

- An all-in-one solution
- A system that could support growth and scalability
- Efficient client management

## Carl Hendy

**Company name:**  
Carl Hendy Consultancy

**Primary Industry:**  
Digital Agency

**Secondary Industry:**  
SEO/eCommerce Strategy

**Headquarters:**  
London, England  
Sydney, Australia

**Employee count:**  
1–10

**Website link:**  
[www.CarlHendy.com](http://www.CarlHendy.com)



## All-in-One Solution

When Carl started his consulting business, it was not easy to accommodate to the various time zones, onboarding process, and document based work across his team. Teamwork Projects gives Carl the tools necessary to deliver a continuously high performance from himself and his team while assisting in the running of his organization.

## Simplifying Growth and Scalability

Teamwork Projects easily integrates with many software platforms, allowing for simplicity throughout each project. Carl found that the increasing number of employees need to be kept in the loop so that everyone is working toward a common goal. Teamwork Projects allows all team members to be aware of current projects and tasks, as well as who is currently working on and accountable for each task.

## Efficiency

Managing employees and clients should never be a difficult task, and your efficiency and growth should never suffer because of it. Teamwork.com provide seamless integration throughout three products to ensure that everyone is on the same page and the bulk of time can be spend ensuring customer satisfaction.

## IN THEIR WORDS

*"I had looked and demo tested all the competitors which included Asana, Basecamp, and others then found Teamwork.com, which ticks all boxes for my requirements but also added a level of ease of use and make it easy to have separate areas for clients and team members."*

*"Teamwork Projects easily integrates to many common software platforms being used within companies. With the increasing number of employees working from home or from international offices, Teamwork Projects allows all team members to be aware of current projects and tasks in play and who is accountable for each task."*

*"Teamwork Projects has time and time again saved my business and my client's money through being able to track accountability and version control making it very cost effective."*

*"I recommend to new users of Teamwork Projects to spend time understanding the platform before rolling it out to teams and speak to your teams as to how they feel it can help manage their workloads."*

*"Teamwork Projects offers and all-in-one solution for managing employees and clients within the same platform. Teamwork.com has made our teams more efficient which allows us to spend more time with our clients."*

- Carl Hendy



Teamwork.com offers a suite of online productivity software that helps run your business.

Start Your FREE Trial

