

Up-and-Comers

@task

By Funding Utah.com, 4/18/2006 3:18:50 PM MST

It's been called everything from teamware to professional services automation, but no matter the name, Orem-based @task (www.attask.com) has taken the project management market by storm.

@task (pronounced at-task) was born out of the adage, "See a need, fill a need." The innovation began at a company called Gravity Media, where the founders of @task got fed up with the logistics of executing on projects.

"We were frustrated with the fact that no one could communicate efficiently with each other about setting up a meeting. Management couldn't keep track of hours in an environment with no central workplace," said Abraham Knell, vice president of sales for @task. "Finally, we developed @task to use internally. We'd invite our clients to join us on the system, and Novell liked it so much they offered to buy it."



@task is a project management solution that is flexible enough to manage small projects and scalable enough to provide complete enterprise teams of hundreds of people with the tools and services to effectively and efficiently get work done.

@task, consisting of only four employees at the time, landed several marquee deals in its early stages, including contracts with Fortune 200 companies. Not bad for a small company facing stiff competition from major players in the project management space, such as Intel.

"We created, branded and sold the product from scratch with only vision, energy and four guys who were willing to sacrifice," said Knell.

@task's energy and vision has impressed Utah investors. At the FundingUtah.com speedpitching luncheon in February, Knell competed with nine other Utah entrepreneurs in an exciting new format that allows angel investors to hear pitches from entrepreneurs in a fast-paced, speed-dating style. Angel investors gave @task the highest score of the competition based on @task's impressive client list, revenue streams and ability to succeed in a crowded market.

PM Magazine recently named @task as its Editor's Choice for project teamware.

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