



PRIORITY MATRIX

WHERE YOUR TEAM WORKS AS ONE

Priority Matrix for Office365 allows teams to better prioritize and manage projects while reducing context switching, improving handling of important Outlook emails, and conducting more efficient Teams conversations

Market Dynamics

13%

Increase in performance linked to remote work, according to [Pactio](#). However, to make it work, tools are needed for better communication, setting expectations, and building trust.

53%

Of surveyed managers say that having more integrations in Office 365 would increase engagement of the platform, according to an internal study done by [Appfluence](#). Additionally, 79% of users consider integration experience “very” or “extremely” important, but only 41% think this experience is currently good or better.

75%

Of product managers will rely on product management and road-mapping software to improve productivity and communication by 2023, according to [Gartner](#). More than two-thirds may move away from traditional project management as we know it today.

Customer challenges



Director of Information Technology

Coachella Valley Water District provides water service for 1000 square miles in one of the most productive farmlands in the world.

As Director of I.T., Luis Maciel needs to:

- Serve internal customers and manage both simple and complex projects
- Manage costs and work as efficiently as possible
- Provide visibility and transparency across the organization



C.E.O. & Senior Executives

Midwest Community Bank is a third-generation family owned business. As the Co-CEO of Midwest Community Bank, Todd Wright needs to:

- Have a good overview of what executive team members are working on
- Track tasks that are more complex than what Outlook provides
- Judge priority across the team



Executive Assistant / Project Coordinator

Reinsurance Group of America is one of the largest reinsurance companies in the world. Working directly with the V.P. of Operation Risk, Gretchen Rednour needs to:

- Manage incoming requests that are both time sensitive and important
- Ensure that projects are done on time, and that nothing falls through the crack
- Track effort required for critical tasks

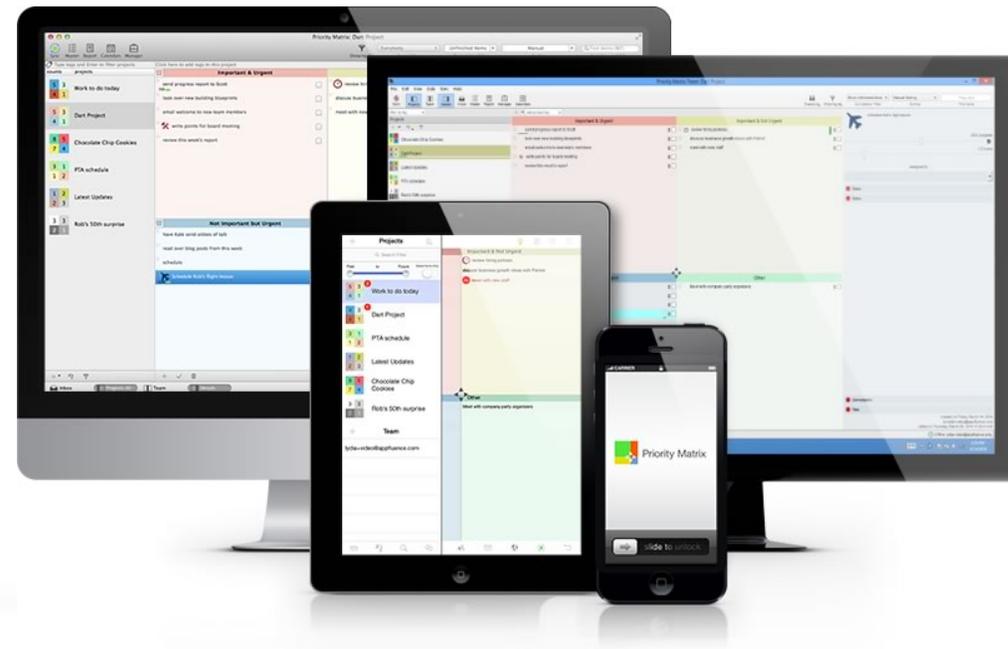
The Solution: Priority Matrix

Comprehensive solution to manage tasks and priorities across all major desktop, web, and mobile platforms.

Deep integration with Office 365, Graph, Outlook, and Teams allows users to work without switching context and out of Office 365.

Enhances Office 365 suite with a powerful priority management solution to have more effective one-on-one meetings, work management, and email management.

Seamless sign-in experience using Azure Active Directory and your Office 365 / Microsoft managed work emails.



Key features

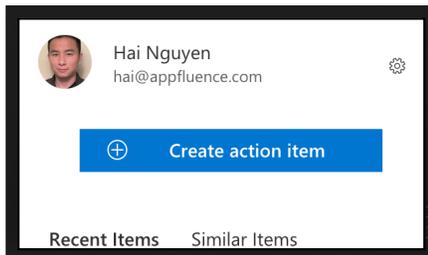
Create action items from emails, delegate ownership, set effort, track status, find similar items, without leaving Outlook.

Conduct One-on-One meetings directly inside Teams. Priority Matrix pulls up relevant shared tasks between participants, and allows tasks creation through Tabs / Messaging Extension / and Chat Bot.

Access and manage priorities in Priority Matrix in an easy to use mobile experience, create tasks from Outlook emails, and receive relevant notifications in Teams.

Integration with Graph allows seamless user sign on experience using Azure Active Directory, syncing data between Office and Priority Matrix.

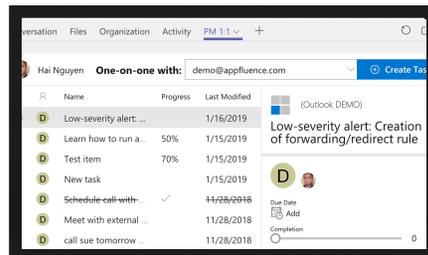
Key benefits



Make sure important emails never fall through the cracks

Priority Matrix for Outlook allows users to easily create action items from any emails.

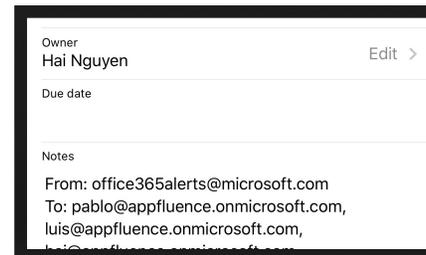
- Our intelligent search system automatically identifies and surfaces relevant action items
- One click prioritization and delegation means within seconds, this is synced to all your Priority Matrix and Office 365 apps
- Easily see the status of tasks you might have with this particular email recipient



Make One-on-Ones more effective and relevant

Priority Matrix for Teams automatically pulls up relevant contextual information specific to the people you engage with on Teams.

- Waste less time talking about the past, and instead focus on key future goals and get to alignment with priorities
- Automatically pull in Priority Matrix tasks today, but also with expanded integrations, pull in relevant Office 365 tasks, and other data sources
- Do all your work and create shared tasks directly in Teams without the need to switch context



Stay connected on the go with complete mobile integrations

Priority Matrix connects with Outlook and Teams for iOS, and combined with the awarding winning Priority Matrix iOS app, you can truly work from anywhere.

- Relevant Priority Matrix changes are notified on the interactive Teams chatbot
- Delegate important emails directly from Outlook for mobile so that nothing is lost
- Priority Matrix works even without internet connection, which means you'll still see relevant priorities across projects no matter where you are.



Have less context switching, and spend more time focusing

Priority Matrix for Teams lets you do the bulk of your work and see critical priorities across all projects without leaving Teams.

- Priority Matrix Project View lets you view, create, and modify action items for any project
- Priority Matrix Messaging Extension allows you to search through thousands of action items in real time and bring it up in a Teams conversation
- Priority Matrix chat bot lets you create new, interact with, and reply to tasks using natural language

Microsoft technology integration

Priority Matrix builds one of the most extensive Office 365 integrations to help users manage priorities directly inside the Office 365 platform, including:

- Seamless sign on with **Azure Active Directory**
- Current and future **Graph** integrations allows easy importing and syncing of tasks between Office and Priority Matrix
- **Priority Matrix for Outlook** lets you create tasks from emails. Add tasks using Outlook's built in Events Detection. For each email, Priority Matrix identifies and show relevant priorities.
- **Priority Matrix for Teams** lets you create tasks, prioritize, and update project status without leaving Teams. Our intelligent search system brings up contextually relevant tasks and action items within the Teams conversation in real time.
- **Priority Matrix One-on-One** allows meaningful conversation in Teams that are more effective and relevant, and allows easily creation of shared tasks between individuals
- **Edge** integration lets users create tasks from any website or browser resource
- Future integrations may include using Microsoft speech/text, artificial intelligent, and other productivity solutions.
- Priority Matrix for **Teams Chatbot** suggests what to do now, and lets you manage, interact, and reply to tasks using natural language.



Proof points

\$2900+

Estimated average dollar value of time saved by using Priority Matrix per person, per year. In an internal enterprise customer evaluation, users reported an average of 2 hours of time savings per person per week.

700+

Estimated average number of Outlook emails each active user of Priority Matrix for Outlook convert into tasks on an annual basis.

1.5+ Million

Number of projects managed in Priority Matrix, along with thousands of paying customers from more than 100 countries.



CASE STUDY: Coachella Valley Water District

Challenge

Coachella Valley Water District is a 100 year old organization, and is the largest provider of drinking water in Coachella Valley. Managing the IT department for such an essential organization is no easy task for Luis Maciel, the Director of Information Technology, faced challenges such as:

1. Managing projects of varying complexity, while spending enough time executing
2. Keeping stakeholders informed about progress of longer term project
3. Measuring performance of employees to better understand workload distribution

Solution

Luis uses Priority Matrix's email integration to turn internal email requests into tasks and projects.

1. Priority Matrix for Outlook allows Luis to turn emails into projects and stay accountable
2. Priority Matrix for Windows allows Luis to see the status of all projects in real-time
3. As Office 365 is rolled out across the organization, Luis plans to use Priority Matrix for Teams to have more effective conversations

Results

Priority Matrix allows Luis and his team to run a more effective I.T. department, coordinate all key projects, manage employee performance. Steve Reid, senior system analyst and one of Luis' direct reports, estimates he saves 2-3 hours per week with Priority Matrix, along with significant personal stress reduction.

"I can tell you that we wouldn't be able to coordinate all the projects we have without Priority Matrix. In summary, Priority Matrix is the center of everything we do, and we rely on it all the time to ensure that we are meeting CVWD business needs."

- Luis Maciel, Director of IT, Coachella Valley Water District



CASE STUDY: Midwest Community Bank

Challenge

Todd Wright has worked in the banking industry for 20 years. He currently serves as the co-CEO of Midwest Community Bank; he is a third-generation owner of the family-run bank. Before using Priority Matrix, Todd faced challenges such as:

1. Not having visual overview of team projects; where were the moving parts of each?
2. Inability to judge the status of priorities spread across the team
3. Having Limited storage and capability of tasks in Outlook

Solution

Today, Todd uses the Priority Matrix with his executive team, which allows them to communicate company goals and ensure they align team priorities. The team uses:

1. Priority Matrix for Outlook to convert emails into tasks so that important emails are never lost
2. Priority Matrix for Windows to show the daily priorities of each team member

Results

Priority Matrix has provided Todd and his team the capability to communicate team priorities and create executive alignment. As a result, the team has been able to move more than 10,000 action items into Priority Matrix and away from emails, meetings, and other less effective communication channel.

"Priority Matrix is a user-friendly program; having all tasks in one place allowed our team to stay organized and efficient."

- Todd Wright, Co-CEO, Midwest Community Bank

Start for free with Priority Matrix

Learn how Priority Matrix can help your organization can enhance your Office 365 subscription with a powerful priority management solution and become even more effective today.

Website <https://appfluence.com>

Email support@appfluence.com

Phone [1 \(800\) 551-3274](tel:18005513274)

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