Product Development at LASSO

At **LASSO** we don't just build features—we identify and solve high value problems for our customers and the industry.

We engage with our customers and our users to identify different problems that exist today and ensure that they align with our business goals. Then, we design, build, and iterate on our product with consistent feedback to ensure what we're building is what you need to solve your business problems.

Prioritizing Outcomes

It's important for everything we build to help you deliver the outcomes that matter most to succeed.
At **LASSO**, we're always looking for ways to improve our products and find more ways for you to:

Close high-quality deals more quickly:

We build tools that make it easy to estimate labor and gear so you can know upfront what the profitability or margin of a project is to help make smarter decisions, and then sell your vision and close the deal.

Plan faster & more accurately:

Our focus is streamlining labor planning, gear scoping, and travel booking for events, as well as tracking tasks and timelines keeping everyone on the same page.

Execute exceptional events with ease:

There are many moving parts when it comes to executing events, and our goal is to simplify your processes and enable your team to be confident in ensuring you have the right people and gear in the right place, at the right time.

Improve collaboration:

We know how challenging it can be to communicate with your team, especially when they're on-the-go, or there's last minute changes, and look for ways to make it easier to share the latest information so events can go smoothly.

Speed up reconciliation:

It's important to be able to create invoices as soon as possible after an event, and have them be accurate, so you can get paid faster.

Access accurate & complete information seamlessly:

We know how impactful it is to have real-time data when you're making decisions, so we're continuously building ways to have accurate and consistent data surfaced at the right time to make smarter decisions.

Ready to Win Together?

With **LASSO** you'll find more than just a software provider – you'll gain a true partner to help you reach your goals.

GO TO our website!

LASSO