

Strategic Improvement Planning

eBusiness Transformation

Business Context



The eBusiness department was created by one of our Fortune 100 clients, with a goal to accelerate their overall growth in revenue, using cutting edge digital marketing technology & services. Shortly after formation, eBusiness began to face significant setbacks in their ability to track, report & deliver critical projects created to accomplish their goals. Stakeholder and leadership confidence began to decline. At this point, CGN was approached to recover and deliver success, reliably and consistently every time.

Following a best-in-class assessment, CGN generated a recommendation to rollout a foundational project & portfolio management solution, leveraging the core standards of PMI, 6-Sigma & SCRUM-Agile. CGN successfully rolled out the recommendation in phases, provided execution support & enabled them to succeed.

Our Approach



- Performed best-in-class assessment & supplied recommendations
- Developed PMI based project management process, leveraging Waterfall, Agile and 6-Sigma processes
- Created a project management toolbox containing tools, templates & training references to aid each step in the process
- Used toolbox to prioritize and execute projects
- Provided excellent project management advisory and training to the staff
- Developed a portfolio tracking tool to track & report project financials under various spend categories
- Continued transformation by providing support to critical & non-critical projects
- Pursued an organization wide adoption of the winning project formula
- Tracked performance goals & reinforced training to ensure successful project delivery

Project Objectives



- Successfully deliver projects within planned time, cost & scope
- Track, control & report project financials – budget, expense & capital spend.
- Achieve ability to consistently deliver success across all projects
- Enable optimal utilization of allocated budget

The Transformation



Results:

- All critical projects were delivered successfully
- Enterprise Project Management, Process Excellence awards & nominations were achieved
- The client received a special invitation from IBM to their global premier event for showcasing their achievements in project delivery involving WebSphere platforms
- Using a portfolio tracking tool, there was now the ability to perform monthly portfolio spending analyses to report into corporate accounting, as well as track capital spending & depreciation benefits
- Using the framework, projects after projects were delivered successfully, allowing for expanded adoption & success across the business
- Expanded adoption also increased the size of the portfolio by an average of over 15% year over year, creating higher visibility across the business
- The ability to prioritize projects & perform regular reviews enabled the client to invest in initiatives that generated the highest benefits

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Good thinking. Globally.