

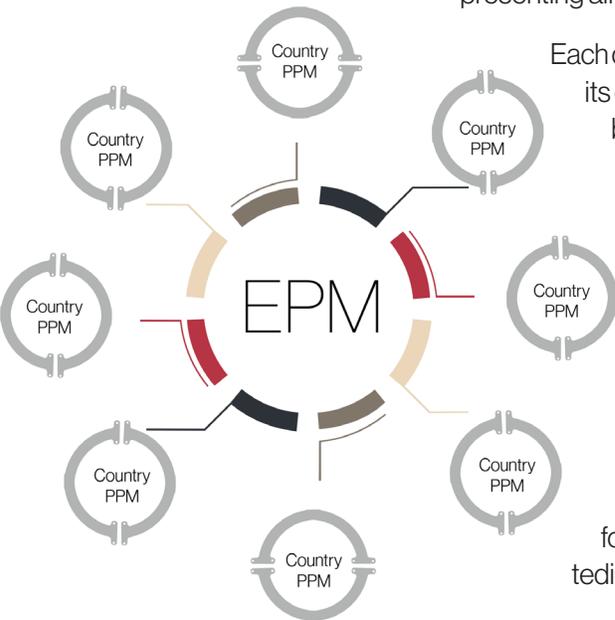
PIPELINE PROJECT MANAGEMENT

Global retailer manages new store construction

CLIENT CHALLENGE

An international retailer with over 8,000 stores in 32 countries needed to more effectively manage their pipeline of new stores. That included the need to track every project for every store opening in each country, beginning with initial site assessments and ending with grand opening. The client previously used a global management software system, but it did not cover key aspects of its real estate development process and, therefore, made decision-making difficult.

Data was not easily accessible as it resided in each country's system and was then manually reported to headquarters. There was no practical way for executives to track progress or see what obstacles stood between initial site assessment and grand opening. Further, executives did not have clear visibility into the true state of its real estate development since their system was not tracking or presenting all aspects of this process.



Each country, in which the retailer has a presence, held its own set of legal requirements, regulations, and business practices for their respective pipelines. This made a one-size-fits-all software package impractical to use. Some countries had been using Microsoft Project for a Work Breakdown Structure for each project. The desktop version doesn't lend itself to collaboration, while the server version was extremely expensive and had a high learning curve. Each country had developed its own process for managing projects, with little to no collaboration between countries. The process for communicating project status was frustrating, tedious, and inaccurate.

MCFTECH SOLUTION

Using Quick Base, MCFTech created a cloud-based, core Pipeline Project Management (PPM) solution that was first developed and tested in the retailer's China division. The PPM solution included

THE BENEFITS

The MCFTech PPM solution has increased collaboration among real estate managers and staff between countries where this retailer has presence. The retailer's headquarters encouraged sharing best practices, interaction, and discussion. This has resulted in a worldwide community of PPM users.

The business improvements have been clear, as individual countries are no longer functioning as separate entities, but sharing processes, challenges and solutions, creating a dynamic community within the company.

This successful solution led to:

- Accurate project management worldwide
- Real-time visibility for executives into real estate development status
- Improved collaboration and shared best practices between countries
- Mobile-accessible solution



PPM FEATURES

-  Custom site/Project forms
-  Custom additional information
-  Custom email notifications
-  Multiple WBS support
-  Approval workflows
-  Editable template durations
-  Custom roles & security permissions
-  Blackberry integration for approvals
-  Critical path indication, both native and Gantt Task float
-  Calendar or workday based scheduling
-  Quick Base self-service flexible reporting
-  Local language portal to support other languages (such as Chinese, Japanese, Hindi)

core functionality common to all countries. After a successful proof of concept implementation in China, the MCFTech team held a discovery and jumpstart event in each country to determine what changes or additions each required for effective pipeline project management.

Operational procedures, regulations and other requirements specific to each country were then customized into each solution. The PPM solution for each country included tracking for both high level project and task level data, shared human resources, and outsourced work from external departments. These items are now managed effectively by each country's real estate department. Real estate staff can easily view Work Breakdown Structure—all tasks and how they are dependent upon one another.

The PPM offers views into the real estate development process using an interactive, web-based Gantt chart. The PPM prevents each country from having to track data locally and re-enter data to report to headquarters. PPM data from each country is automatically synchronized on a real-time basis with the Enterprise Pipeline Management (EPM) used at the retailer's corporate headquarters. EPM tracks major milestones in the real estate development process, as well as team members responsible for results but does not reveal task-level project tracking and reporting. That level of detail is reserved for PPM. However, EPM reveals fallout (a failed project) and reasons for the fallout.

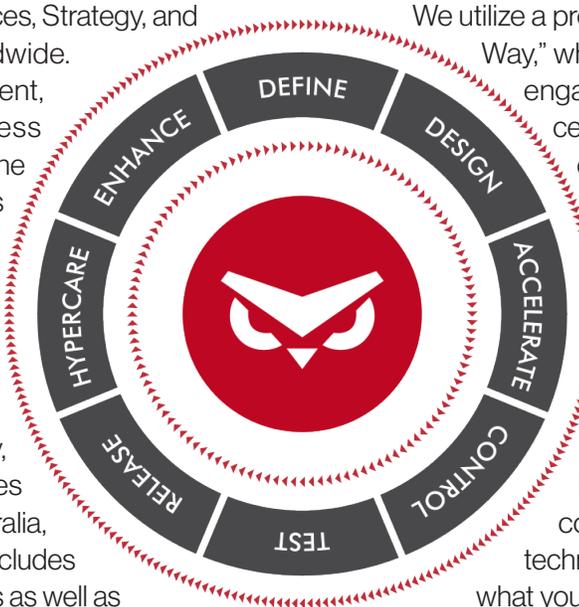
Key Performance Indicators are built into the PPM for each country. A real estate manager for one country might be responsible to open stores accounting for three million square feet, while the manager of another country might be responsible for 5 million square feet. The KPIs within the system accurately track the success of each manager, regardless of the number of stores or square footage in their responsibility.

MCFTech provided on-site training in each country. In China, this included training four primary trainers and subsequent training of 50 users. A local administrator was trained for further support after the on-site training was completed.

ABOUT MCFTECH

MCF Technology Solutions delivers Services, Strategy, and Products to business customers worldwide. We focus on the successful development, deployment, and support of Business Applications for diverse teams. We believe the best solutions come from a sound business understanding and the thoughtful application of technology.

Our Business-First approach ensures a high-level of collaboration with our clients and results that satisfy the organizational needs. As a modern, virtual company, MCFTech provides resources and services in the Americas, Europe, Africa, Asia, Australia, and the Middle East. Our global footprint includes deployments in more than twenty countries as well as systems that touch nearly every corner of the business world.



We utilize a proven methodology, dubbed “The MCF Way,” which has led to hundreds of successful engagements. It is an iterative, customer-centered methodology based on extensive experience with leading software development, business process, and project management practices such as Lean, Six-Sigma, Agile, and PRINCE2®. This methodology allows our expert teams to deliver technical solutions to the world's top companies.

We believe that the best solutions are born out of sound business understanding combined with the skilled application of technology. Why accept anything but exactly what you need from a software application? You shouldn't! Contact MCFTech today to find out more.

